ACTUAL PURCHASE BEHAVIOR OF LOCAL BRAND ANTECEDENTS IN YEMEN: THE MEDIATING EFFECT OF PURCHASE INTENTION

By

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ABSTRACT

It cannot be denied that purchase intention and actual purchase have been extensively studied by previous researchers. However, most of the studies related to actual purchase were undertaken in developed countries, and not much has been done in developing countries, such as Yemen. Empirical studies related to the actual purchase of local products in Yemen are limited. Therefore, this study attempts to examine the relationship between patriotism, trust, advertising, price, quality, masculine culture, family, government support and intention and their influence on actual purchase behaviour of consumers in Yemen. This research framework was built and tested based on the Theory of Planned Behaviour (TPB). In general, this study involved ten latent variables, eight exogeneous variables and two endogenous variables. The research instrument consisted of 78 items adapted from previous studies. Questionnaires were distributed to 1,000 respondents in 50 schools in Yemen. Of those, only 711 questionnaires were returned and could be used for analysis. Analysis was performed using SEM. The results show that intention, patriotism, quality and government support have positive and significant impact on actual purchase. It also shows that patriotism, masculine culture and family have a significantly positive effect on intention, whilst trust, advertising, price, masculine culture, and family do not have a significant effect on actual purchase. The findings of the study also show that purchase intentions have an intervening effect on the relationship between patriotism, masculine culture, and family with the actual purchase. In summary, the TPB is an appropriate basic theory as it can explain the relationship between the variables, whereby the constructed model has shown a good goodness-of-fit index. This study also discusses past empirical findings and practical implications and applications for Yemen, as well as the need to conduct further research related to actual purchase.

Keywords: Actual purchase of local Brand, Patriotism, Family and Government Support, Structural Equation Modeling, Yemen

ABSTRAK

Tidak dapat disangkal bahawa niat dan pembelian sebenar telah banyak dikaji oleh penyelidik terdahulu. Namun kebanyakan kajian berkaitan pembelian sebenar ini dilakukan di negara maju, dan masih kurang kajian berkaitannya dilakukan di negara sedang membangun seperti Yaman. Kajian empirikal berkaitan pembelian sebenar produk tempatan di Yaman adalah terhad. Oleh itu, kajian ini cuba mengenalpasti hubungan antara patriotik, amanah, iklan, harga, kualiti, budaya maskulin, keluarga sokongan kerajaan dan niat dalam mempengaruhi tingkah laku pembelian sebenar pengguna di Yaman. Kerangka kajian ini dibina dan diuji berdasarkan kepada Teori Tingkahlaku Terancang (TPB). Secara keseluruhannya kajian ini melibatkan sepuluh pembolehubah pendam, lapan pembolehubah eksogeneous dan dua pembolehubah endogenous. Instrumen kajian terdiri daripada 78 item yang diadaptasikan daripada kajian terdahulu. Soal-selidik diedarkan kepada 1000 responden di 50 buah sekolah di Yaman. Daripada itu, hanya 711 soal-selidik diperolehi kembali dan dapat digunakan untuk tujuan analisis. Analisis dilakukan menggunakan SEM. Dapatan kajian menunjukkan bahawa niat, patriotik, kualiti dan sokongan kerajaan mempunyai kesan positif dan signifikan ke atas pembelian sebenar. Ia juga menunjukkan patriotisme, budaya maskulin dan keluarga memberi kesan positif dan signifikan terhadap niat, manakala amanah, iklan, harga, budaya maskulin, dan keluarga tidak mempunyai kesan yang besar ke atas pembelian sebenar. Dapatan kajian juga menunjukkan bahawa niat pembelian mempunyai kesan pencelah dalam hubungan antara patriotik, budaya maskulin, dan keluarga dengan pembelian sebenar. Sebagai rumusan, TPB sesuai dijadikan sebagai teori dasar kerana mampu menjelaskan hubungan antara pembolehubah yang mana model yang dibina telah menunjukkan goodness of fit index yang baik. Kajian ini juga membincangkan penemuan empirikal lalu dan implikasi praktikal dan aplikasi bagi negara Yaman, serta keperluan untuk menjalankan penyelidikan lanjutan berkaitan pembelian sebenar.

Katakunci: Pembelian Sebenar, Produk Jenama Tempatan, Patriotik, Keluarga dan Sokongan kerajaan, *Structural Equation Model*, Yaman

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LIST OF ABBREVIATIONS

AD	Advertisement
AGFI	Adjusted Goodness-of-Fit Index
AMOS	Analysis of Moment Structures
AP	Actual purchase of local brand
ATT	Attitude
AVE	Average Variance Extracted
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CR= t	Critical Ratio in AMOS = t-value in SPSS
C.R	Composite reliability
DDS	Data Descriptive Statistics
DF	Degreeoffreedom
DOS	Department of Statistics
EFA	Exploratory Factor Analysis
F	Family
GDP	Gross domestic product
GFI	Goodness-of-Fit Index
GOF	Goodness of Fit
GS	Government Support
MC	Masculinity Culture
MHE	Ministry of Higher Education
ML	Maximum Likelihood
NFI	Normed Fit Index
NP	Number of employees in each region
NS	Number of samples to be distributed
P	Patriotism
P	P-value
β	Beata
PI	Purchase Intention
PBC	Perceived Behavior Control
Q	Quality
R	Price
R^2	R square in SPSS
RM	Generated Model
RMSEA	Root Mean Square Error of Approximation
SIGN	Significant
SEM	Structural Equation Modeling
SMC	Squared Multiple Correlation = R^2 square in SPSS
SN	Subjective Norm
SPSS	Statistical Package for Social Science
SRMR	Standardized Root Mean Residual
T	Trust
T	t-value
TLI	Tucker-Lewis Index
TPB	Theory of Planned Behavior
TRA	Theory of Reason Action
UK	United Kingdom
USA	United States of America

VE	Variance Extracted
X^2	Chi-square
x2/df	Chi-square per degree of freedom ratio
YR	Yemeni Rial

CHAPTER ONE
INTRODUCTION

1. 1. Overview

This section is an overview of the chapter outline. It contains the research background of the study. It also elaborates on the problem statement, research objectives, research questions, research justification, the significance of the study and new contribution to knowledge.

1. 2. Research Background

The Republic of Yemen (Yemen), a country located on the Arabian Peninsula in Southwest Asia and has an area of some 531,870 square kilometers. Yemen is considered as one of the poorest countries in the world with a low standard of public health and education, a high population growth rate, a low degree of service accessibility, and widespread poverty. With an estimated 35% of the population living under the household poverty line, Yemen is classified as one of the least developing countries (Albawaba Business, 2013).

Yemen is a low income country that is highly dependent on declining oil resources for revenue. Petroleum accounts for roughly 25% of gross domestic product GDP and 70% of government revenue. Yemen has tried to counter the effects of its declining oil resources by diversifying its economy through an economic reform program initiated in 2006 that is designed to bolster non-oil sectors of the economy, as well as foreign investment. Despite these ambitious endeavors,

Yemen continues to face difficult long-term challenges, including declining water resources and a high population growth rate (Countries of The World, 2013).

Yemeni economists have warned of a collapse of Yemen's economy, a rise in the unemployment rate and food scarcity (Albawaba Business, 2013). In addition, Yemen's economic situation remained daunting in 2012 and will continue to be very serious in 2013, especially in view of the high poverty and unemployment rate, particularly among the youth (National Yemen, 2012).

In addition, for Yemen's increasing population of over 25 million people only purchase small quantities of local brands, and more foreign brands. "*Yet, there is still a state of refusal to use the local brands among Yemeni consumers*" (Khaled Al-Tahami, 2010). Thus, this study empirically investigates the important antecedents of the actual purchase of local brands in Yemen.

Accordingly, there are five issues involving local brands:

The first issue is the main focus of this study, i.e., there is a low actual purchase behavior of local brands in Yemen, as evidenced by the increase in the imported brands. *"The imported brands in the country increased by 7.9 % from 2009 to 2010"* (Central Bank of Yemen Annual Report, 2010). This could imply that Yemeni consumers prefer foreign brands due to the influx of those brands into the country.

The purchase of small quantities of local brands have a significant negative influence on the trade balance of Yemen's economy. Yemen's total exports, imports, and trade balance are shown in (Figure 1.1).

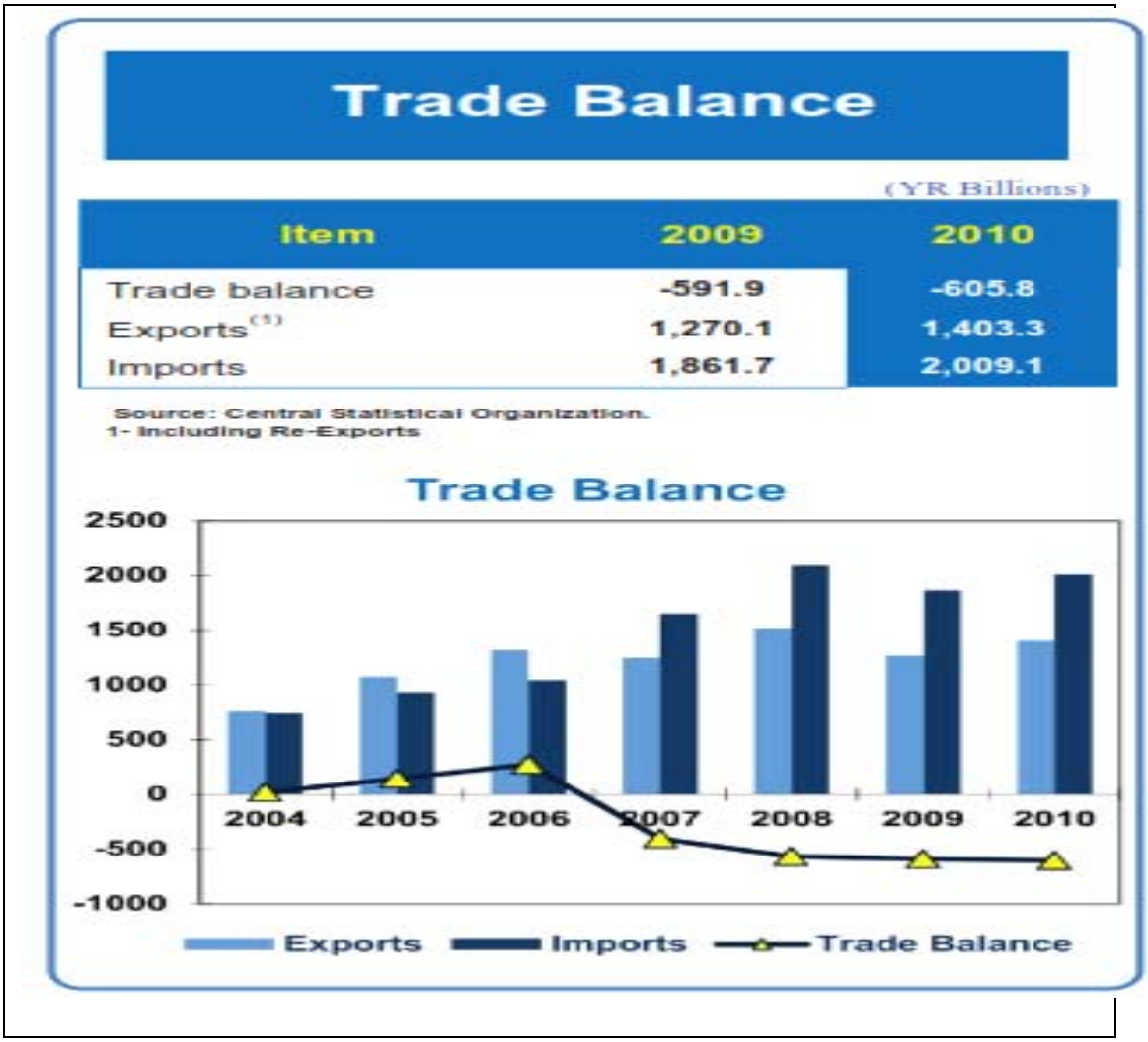


Figure 1.1:
Yemen's Total Exports, Imports, and Trade Balance
(Central Bank of Yemen Annual Report, 2010).

Similarly, Al-Smeh (2010) reported that, *"the Yemeni government is spending $2 billion us Dollar to import foreign brands although local brands are available"*. Consequently, the Foreign Direct Investment (FDI) in the country was negative (-6.7%) in 2010 (UNCTAD, World Investment Report, 2011).

In addition, the Ministry of Industry & Trade, (2011), reported thattrademarks local brands recorded a decrease from 862 in 2010 to 646 in 2011, whereas foreign brands recorded an increase from 1997 in 2010 to 2083 in 2011, indicating that Yemeni consumers purchase foreign brands more than local brands (Table 1.1).

Table 1.1
Registered Trademarks Local Brands in 2010 and 2011

Years	**2010**	**2011**
Local brands recorded	862	646
Foreign brands recorded	1997	2083

Ministry of Industry & Trade,General Department for Intellectual Property Protection 2011. http://www.yipo.gov.ye/ar/node/197

Consequently, this impacted negatively on national companies; some Yemeni companies 4.5% (50), went bankrupt in 2007and 2008. According to the Yemen Annual Economic Report(2008),*"ever since Yemen opened its market to foreign brands, it faced great competition; local brands became non-progressive and local industries needed rehabilitation which consequently led to the incapability of these industries to compete with foreign brands and some institutions went into bankruptcy"* (Yemen Annual Economic Report, 2008).

In advanced countries, consumers are inclined to purchase local brands but in the developing or the less developed countries, consumers usually prefer imported brands (Agbonifoh & Elimimian, 1999; Batra et al., 2000; Wang & Chen, 2004). Yemeni consumers believe that local brands are not as good as the imported ones. "*The phenomenon of mistrust in local brands in Yemen was greatly observed in the respondents' answers to the survey questionnaires*" (Khaled Al-Tahami, 2010). In line with this state of affairs, several authors (Ahmed et al., 2004; Wall & Heslop, 1986; Wang & lamb 1980), confirmed that consumers in a developed economy have a tendency to purchase domestic brands first, followed by brands from other developed countries, and goods from less developed countries. Furthermore, researchers are of the consensus that there is a noted lack of studies regarding the examination of actual purchase as a dependent variable (DV) of local

brands (Dmitrovic et al., 2009; Madeleine et al, 1997; Vida et al., 2008; Morven et. al., 2007; Granzin et al., 1998; Shoham et al., 2003; Nazlida &Razli, 2004). Most studies use intention rather than the actual purchase of local brands (Giineren & Öztüren, 2008; Bahaee et al., 2009; Mahesh & Shankarmahesh, 2006; Javalgi et al., 2005; Kumar et al, 2009; Chung & Pysarchik, 2000; Han, 1988; Giineren &Öztüren, 2008; Morven et al., 2007; Ahmed et al, 2004; Uncles & Saurazas, 2000; Jimenenz & Martın. 2007; Dosen et al., 2007; Yoo &Donthu, 2005; Ranjbarian et al., 2010).

The second issue is that there is a lack of patriotism as observed by Numan, (2008) "*Local brands of Yemen does not have much popularity in the Yemeni society*".This is because the marketing factors have not adapted well to the local brands; hence, consumers are not familiar with the brands and are unpatriotic to the local brands. Most past studies showed that patriotism appears to play a positive and significant role in purchase behavior of local brands (Han, 1988). However, in Yemen, there is a lack of studies on patriotism among Yemeni consumers (Numan, 2008). There is a dire need for researchers to study patriotism, as the topic is still less studied empirically, as recommended by Balabanis et al. (2001): Shaw &Shiu (2003).

The third issue is the recognition of a comprehensive empirical investigation that provides evidence regarding intention. Further, literature on purchase intention shows that the diversity of determinants influencing the purchase of local brands, include patriotism, depicting the country's image and serviceability (Han, 1988), issues regarding country of origin, ethnocentrism, demographic factors (Giineren & Öztüren, 2008), brand and price (Ahmed et al, 2004). More importantly, inconsistent results were seen in previous studies on intentions for purchasing local brands. In China, the results were negative for purchasing local brands (Klein et al., 1998).

Bangladesh, on the other hand, showed a positive significant results for purchasing local brands (Kaynak et al., 2000).

The fourth issue is that previous studies were carried out in the setting of different countries other than Yemen. These countries are different in terms of institutional and business environment, culture, etc. (e.g., Han (1988) in the U.S.A; Giineren & Öztüren, (2008) in Turkey and in Iran, Bahaee et al. (2009)). To date, to the researcher`s best knowledge, no empirical evidence has been found in the context of Yemen that provides some understanding of the determinants influencing the intention to purchase local brands. Past literature revealed that purchase behavior has been studied in other countries such as in Austria/ Germany (Rawwas et al., 1996), in the Kingdom of Belgium (Marie et al., 2009), in Taiwan (Chen & Corkindale, 2008), in UK (Morven et al.,2007), in New Zealand (Chung & Tan, 2004), in Taiwan (Shih & Fang, 2004), in Bangladesh (Kaynak et al., 2000), in Korea (Lee et al,, 2010), in Ireland (Millar & Mark, 2003), and in Canada (Follows & Jobber, 2000). Moreover, according to Margaret &Thompson (2000) and Klein et al. (1998), the mediating role of purchase intention has not been tested.

The last issue is masculinity culture; people in Yemen who display high masculinity cultural values are more inclined to listen to one-sided (mainly negative, poorly balanced) arguments concerning imports, while the opposite side is inclined to display greater acceptance of imports by looking into the positive aspects, such as, increased competition, quality, variety, lower prices and the freedom buy brands from a global marketplace (Griswold, 2003).

1.3. Problem Statement

From the research background, five problem statements can be derived which are: fragmented models of actual purchase and purchase intention of local brands, diverse factors that influence the actual purchase behavior of local brands, and inconsistency of results. There is a lack of studies regarding purchase intention of local brands, as a mediator in Yemen and the theory of planned behavior (TPB) has not been tested empirically in local brands in general, and in Yemen, in particular. There is also a lack of studies examining the predicting factors of the actual purchase of a local brand in Yemen.

The first problem is that there are several fragmented models revealed by the previous studies that investigated the actual purchase and purchase intention of local brands. Regarding actual purchase, there exists a fragmented model of the actual purchase of local brands as evidenced by the fact that some authors considered single factor (Nazlida & Razli, 2004; Ranjbarian et al., 2010; Nenycz & Romaniuk, 2009; Klein et al., 1998),), three factors (Shoham et al., 2003; Giineren & Öztüren, 2008; Han, 1988; Ahmed et al., 2004; Dosen et al., 2007), four factors (Dmitrovic, et al., 2009; Klein et al., 1998; Chung & Pysarchik, 2000; Uncles & Saurazas, 2000; Wu & Liu., 2007; Vida & Reardon, 2008), some considered five factors (Vida et al., 2008; Bahaee et al., 2009; Kumar et al., 2009), In addition, some authors studied six factors (Nguyen et al., 2008), while some others considered seven factors(Granzin et al., 1998), some considered eight factors (Morven et al., 2007; Yoo & Donthu, 2005), some considered nine factors (Morven et al., 2007; Yoo & Donthu, 2005; Javalgi et al., 2005; Rawwas et al., 1996) and some studied ten factors (Madeleine et al., 1997; Rawwas et al., 1996). Thus, there is disagreement on what are the significant predictors that affect intention and actual purchase of local brands.

The second problem is diversity in the factors influencing the actual purchase of local brands; some researchers included: ethnocentrism and demographic factors (Nazlida & Razli, 2004); ethnocentrism, national identity, nationalism and cultural openness (Vida et al., 2008); relative brand quality, ethnocentrism and patriotism (Vida & Reardon, 2008); and ethnocentrism, patriotism, social concern, responsibility, costs, similarity and common fate (Granzin et al., 1998). In a similar context, the diversity of factors influencing purchase intention included over 28 predictors that have been widely studied. For instance, patriotism, country's image and serviceability (Han, 1988); country of origin, ethnocentrism, and demographic factors (Ahmed et al., 2004), and country of origin, brand and price (Giineren &Öztüren, 2008), to name a few.

Also, a part of the research problem is the mixed and inconsistent of findings regarding factors influencing actual purchase - a negative significace resultwas revealed by Shoham et al. (2003); Dmitrovic, et al. (2009), and Vida et al. (2008); while others displayed a positive significance result (Vida & Reardon, 2008; Dmitrovic et al., 2009); while some others did not test actual purchase (Klein et al., 1998). Moreover, inconsistent findings were found regarding purchase intent, where some authors indicated a positive significance result (Marie et al., 2009; Morven et al., 2007), while others found a negative significance result (Klein et al., 1998). Other examples of studies on intention of purchasing local brands were in China, which showed a negative significance finding (Klein et al., 1998), and in Bangladesh, which showed a positive significance result (Kaynak et al., 2000). In addition, the findings regarding the mediating role of purchase intention of local brands showed inconsistencies; while some revealed a positive significant finding (Kaynak et al., 2000),others stated that intentions are a weak predictor of behavior

(Marie et al., 2009). Some other authors failed to test purchase intention as a mediating factor (Lee, et al., 2010; Margaret & Thompson, 2000; Klein et al., 1998). As for the inconsistency of findings concerning TPB, the subjective norm was indicated to have a negative sign (Margaret &Thompson, 2000), while other studies (Zolait et al., 2009) revealed a positive sign.

The third problem is the lack of studies regarding purchase intention of local brands studied as a mediator in Yemen (Zolait et al., 2009; Morven et al., 2007), as well as in other countries in other settings. Most studies considered intention as a dependent variable and not as a mediator of local brands (Kumar et al., 2009; Ebru & Ali, 2008; Bahaee et al., 2009; Han, 1988; Chung & Pysarchik, 2000; Javalgi et al., 2005; Huang et al., 2004; Putit & Arnott, 2007; Wu & Liu., 2007; Lee & Lin, 2005; Nguyen et al., 2008; Wang & Chen, 2004). Moreover, all previous studies revealed that purchase intention has been studied in countries such as Austria/Germany (Rawwas et al., 1996), the Kingdom of Belgium (Marie et al., 2009), Taiwan (Chen & Corkindale, 2008), the UK (Morven et al., 2007), New Zealand (Chung & Tan., 2004), Taiwan (Shih & Fang, 2004), Bangladesh (Kaynak et al., 2000), Korea (Lee et al., 2010), Ireland (Millar & Mark, 2003), and Canada (Follows & Jobber, 2000).According to Margaret &Thompson (2000) and Klein et al. (1998), the mediating role of purchase intention has not been tested.

The fourth problem is regarding the underpinning theory. First of all, the TPB has not been tested empirically in the context ofYemeni (Zolait et al., 2009). The TPB was examined in its original form in some studies (Farah & Newman, 2010; Zolait et al., 2009; Margaret & Thompson, 2000) but its mediating effect on intention

has not been tested. Also, there is a marked lack of the use of the TPB in explaining local brand settings, as very few empirical findings are revealed in the literature (Morven et al., 2007; Farah et al., 2009; Zolait et al., 2009). Most studies used TPB in other settings such as Internet Banking (Zolait et al., 2009; Margaret & Thompson, 2000), technology (Lee et al., 2010; Siragusa & Dixon, 2009), and online consumer behavior (Chen, 2009; Truong, 2009).

The fifth and final research problem rests in the lack of studies examining the actual purchase as a predictor of local brands in Yemen (Zolait et al., 2009; Numan, 2008; Al-Motwakl & Al-Laozi, 2008). Past studies in actual purchase were conducted in other countries such as Slovenia(Vida & Reardon,2008 ; Vida et al., 2008), Malaysia (Nazlida&Razli, 2004), West Balkans (Dmitrovic, et al., 2009), U.S.A. (Madeleine et al., 1997;Granzin, et al., 1998), Israel (Shoham et al., 2003)and Iran (Ranjbarian et al., 2010).

Moreover Yemen is a low income country that is highly dependent on declining oil resources for revenue. Petroleum accounts for roughly 25% of gross domestic product GDP and 70% of government revenue. Yemen has tried to counter the effects of its declining oil resources by diversifying its economy through an economic reform program initiated in 2006 that is designed to bolster non-oil sectors of the economy, as well as foreign investment. Despite these ambitious endeavors, Yemen continues to face difficult long-term challenges, including declining water resources and a high population growth rate (Countries of The World, 2013).

In addition, Yemeni economists have warned of a collapse of Yemen's economy, a rise in the unemployment rate and food scarcity (Albawaba Business,

2013). In addition, Yemen's economic situation remained daunting in 2012 and will continue to be very serious in 2013, especially in view of the high poverty and unemployment rate, particularly among the youth (National Yemen, 2012). Also in Yemen's increasing population of over 25 million people only purchase small quantities of local brands, and more foreign brands. "*Yet, there is still a state of refusal to use the local brands among Yemeni consumers*" (Khaled Al-Tahami, 2010).

Furthermore, there is a lack of studies in Yemen dedicated to purchase intention as past studies were conducted in countries such as China (Wang & Chen, 2004), in U.S.A (Han, 1988), and in Vietnam (Nguyen et al., 2008). A lack of studies was also noted regarding purchase intention as mediating factor for local brands (Rawwas et al., 1996; Morven et al., 2007; Margaret & Thompson, 2000). Most studies did not use purchase intention as a mediating variable, but as the dependent variable of local brands. Hence, based on the above arguments for all the mentioned problems are valid, this study attempts to narrow these gaps.

1.3.1. Research Justification

The rationale for doing this study becomes clearer after the above discussions. The main reason for focusing on the actual purchase behavior of local brand antecedents in Yemen is: the mediating effect of purchase intention. The model requires further research since there still exists issues including fragmented conceptualization, lack of practitioners' and empirical understanding of behavior towards local brands, inconsistencies of past studies, low-level purchase of local brands in Yemen due to lack of trust issues, lack of patriotism, lack of marketing strategies and lack of

cooperation between the Government and the local private sector. Moreover, there is a notable lack of documented information and findings concerning the influence of factors on local brand purchasing in Yemen. Weak methodology, lack of multivariate analysis and few previous studies' utilization of the TPB in the area of actual purchase behavior towards local brands, are all justifications for this study. However, many previous studies have used the TPB in other areas (refer to Chapter two - literature review, Table 2.2 Summary of Studies that used TPB). Further discussion of these justifications is dealt with in the following paragraphs.

At the moment, no study has included all the selected factors (patriotism and trust, advertisement, price and quality, social factors like masculinity culture and family, and government support). This leads to the focus of this study, the question arises as to whether these factors influence actual purchase behavior towards local brands in Yemen holistically in one research framework. Generally speaking, most studies in other disciplines have concentrated on purchase intention as the dependent variable of local brands (Kumar et al., 2009; Bahaee et al., 2009; Wang & Chen, 2004; Rawwas et al., 1996; Deirdre et al., 2003; Farah & Newman, 2010; Giineren&Öztüren, 2008 ; Nguyen et al., 2008; Chung &Pysarchik, 2000; Javalgi et al., 2005;Gary & Knight, 1999; Han, 1988;Granzin, et al., 1998; Rawas et al., 1996; Wu & Lo, 2009; Uncles &Saurazas, 2000;Shaw&Shiu, 2003).

In addition, only a few studies have examined and concentrated on actual purchase (Vida et al., 2008; Sunil and Palaparthy, 2008; Dmitrovic, et al., 2009; Granzin, et al., 1998; Rawwas et al., 1996; Madeleine, et al., 1997;Morven et al., 2007; Marie et al., 2009;Shoham et al., 2003). Furthermore, past studies in this area were conducted in other countries such as China (Wang & Chen, 2004), New Zeland (Watson & Wright, 2000), U.S.A (Gary & Knight 1999; Han,1988;Granzin et al.,

1998),Lebanon (Farah & Newman, 2010), India(Kumar et al., 2009;Sunil&Palaparthy, 2008), Turkey (Ebru& Ali, 2008), Iran (Bahaee et al., 2009), Vietnam (Nguyen et al., 2008), Korea (Jae-Eun&Pysarchik, 2000), France (Javalgi et al., 2005), Austria (Rawwas et al., 1996), Malaysia (Nazlida&Razli, 2004), Slovenia (Watson & Wright. 2000) and finally, the West Balkans (Dmitrovic, et al., 2009). Hence, this study is both timely and suitable for least developing countries, such as Yemen.

Moreover, lack of patriotism was observed by Numan (2008), "*Local brands of Yemen do not have much popularity in the Yemeni society*" because the marketing factors have not adapted well to the local brands; hence, consumers are not familiar with the local brands and they are not patriotic towards them. In addition, a study conducted in Spain (Wu & Liu, 2007) stressed a further opportunity for research on other marketing factors that affect trust and familiarity of the local brands (i.e. patriotism, culture and price).

On the other hand, some authors recommended including other factors' antecedents such as patriotism in future researches. Similarly, Rawwas et al. (1996) suggested studying patriotism in different market settings and environments and its influence on the consumer purchase behavior process. Moreover, Rawwas et al. (1996) stated that only a few researchers have investigated patriotism and its influence on the consumer purchase behavior process. Granzin et al. (1998) also contended that local and imported brands have frequently been investigated independently of buyer behavior models. Seemingly, there is a "gap" in the local and imported brand literature related to consumer patriotism and purchaser behavior models that incorporate local and imported brands constructs.

For most past studies, important findings reveal patriotism responses appear to play a positive and significant role on purchase behavior and choice of local brands (Han, 1988). However, in Yemen, there is a lack studies on patriotism among Yemeni consumers (Numan, 2008). As recommended by Balabanis et al.(2001), there is a dire need for researchers to study patriotism as the topic is still less studied empirically (Shaw & Shiu, 2003). Al-Motwakl (2008) suggested observing the lack of trust's effect upon purchase behavior of local brands. As recommended by Jimenenz &Martın, (2009), there is further opportunity for research in the inclusion of other marketing factors that affect trust and purchase behavior.

It has been observed that the majority of the previous studies examined factors such as patriotism, personal trust, advertisement, price, quality, norms like masculinity culture, family, and government support that influence consumer purchase of a local brand, in developed and developing countries (e.g., U.S.A., Germany, Israel, Turkey, Iran, China, Malaysia, India);while only a few studies examined the factors influencing consumer behavior to purchase local brands in developing countries, such as Bangladesh and Yemen (Shoal et al., 2003).

Furthermore, fragmented models in past studies on antecedent of purchase behavior of local brands were shown by studies comprising ethnocentrism (Nazlida&Razli, 2004), attitude and ethnocentrism (Watson & Wright, 2000) price and quality (Gary & Knight, 1999), quality, consumer ethnocentrism and patriotism(Vida & Reardon, 2008), attitude, ethnocentrism and income (Shoham et al., 2003), five antecedents, such as self-concept, need for uniqueness, clothing interest, perceived quality, and emotional value (Kumar et al., 2009), six antecedents such as openness, conservatives, collectivism, fatalism, materialism, and ethnocentric tendencies (Mokhlis et al., 2001), seven factors such as ethnocentrism, patriotism,

social concern, responsibility, costs, price , similarity and common fate (Granzin et al., 1998) , nine factors such as quality, media, and safety as well as TPB factors: intention, attitude, subjective norm and perceived behavior control (Morven et al., 2007), 10 factors such as education, patriotism, ethnocentrism, trait empathy, salience, similarity, deserving, responsibility, state empathy, and shopping support (Madeleine et al., 1997).

Similarly, the diversity of factors influencing purchase behavior is numerous but fragmented, such as marketing factors: quality, price, promotion (Ahmed et al., 2004; Batra et al., 2000; Bhardwaj et al., 2008; Gázquez-Abad, & Sánchez-Pérez, 2009), social factors & personal factors: attitude, satisfaction, family influence, trust, loyalty and ethnocentrism (Rolph et al., 2003; Bhardwaj et al., 2008; Harris & Goode, 2004; Shaw & Edward, 2003; Suh& Yi, 2006; and Jiménez & Gutierrez, 2007), and finally, economic factors: income, and demographic factors (Nguyen et al., 2008; Shoham et al., 2003).

Additionally, there are some other factors, which can influence purchase intention and purchase behavior, such as attitude, subjective norm, ethical obligation, self-identity, perceived behavior control, relative quality and patriotism (Pysarchik et al., 2000; Shaw &Shiu, 2003; Obadia et al., 2008; Vida & Reardon, 2008; Farah & Newman., 2010) but the results are fragmented. Also, other variables have been found to influence purchase intention like awareness, knowledge, experience, belief evaluation, relationship quality, animosity, reputation, emotional value, brand loyalty and guarantees (Zolait, et al., 2009; Chung &Pysarchik 2000; Marie et al., 2009; Wu

& Liu., 2007; Rawwa et al., 2009; Kumar et al., 2009). In addition, the majority of these studies have been undertaken in advanced economies and other countries.

Moreover, there is an inconsistency of findings regarding the factors affecting the purchase of local brands, for e.g.,: marketing factors such as price and advertisement are positively significant in some studies (Juan et al., 2009; Nenycz & Romaniuk, 2009) and negative in others (Sunil & Palaparthy, 2008; Juan et al., 2009; Chan, & Cui, 2004). A study by Shoham et al., (2003) found income to be negatively significant (Batra et al., 2000; Sunil &Palaparthy, 2008; Nazlida & Razli, 2004; Wang & Chen, 2004; Mokhlis et al., 2001) and other factors like patriotism was also found to be negatively significant in China (Wang & Chen, 2004); while in Turkey, it was found to be positive (Ebru& Ali 2008). Since the previous studies provided contradicting results, some positive and some negative, and some not having a relationship, it has paved the way for further research.

Furthermore, the causes for lack of purchase of local brands in Yemen have not been investigated empirically. No empirical studies have so far investigated the low level of local brand purchase in Yemen (Al-Motwakl& Al-Laozi, 2008). In addition, no research supported the reason behind the low level of local brand purchase in Yemen. Hence, this led to the focus of my study in finding out if these factors influence purchase behavior towards local brands in Yemen holistically in one research framework through the TPB.

In addition, there is a notable lack of use of the TPB in the area of actual purchase of local brands(Morven et al., 2007;Farah & Newman., 2010) but more than 40 past studies used the TPB in other disciplines, such as online consumer behavior (Chen, 2009; Marie et al., 2009; Truong, 2009; George, 2004; Hansen et al.,

2004; Lwin& Williams, 2003), internet banking (Shih et al., 2004; Tan &Teo, 2000; Nysveen et al., 2005; Margaret et al., 2000) and information technology (Lee et al., 2010; Harrison, et al., 1997; Taylor & Todd 1995; and So &Bolloju, 2005). Hence, the utilization in this research of the theory of planned behavior onthe theory of planned behavior he analysis of actual purchase brand antecedents in Yemen..

1.4. Research Question

The following format of questions is based on the issues discussed in the research problem of the present study which focuses on the actual purchase behavior of local brand antecedents in Yemen, the mediating effect of purchase intention, and utilization ofthetheory of planned behavior TPB. They are developed to find out what the factors actually are that influence consumers to purchase local brands. These research questions are meant to get feedback from Yemeni consumers, and which precisely attempt to answer four main questions:

1. Do purchase intention, patriotism, price, quality and government support influence actual purchase behavior towards local brands in Yemen?
2. Do patriotism, trust, advertisement, price, quality masculinity culture, and family and government support affect purchase intention?
3. How does purchase intention mediate the relationship between the predictor and actual purchase behavior?
4. How suitable is the underpinning theory (TPB) for interpreting the Yemeni consumers' purchase behavior?

1. 5. Research Objectives

The main objective of this study is to focuses on the actual purchase behavior of local brand antecedents in Yemen: the mediating effect of purchase intention, and utilization ofthetheory of planned behaviorTPB. This study investigates patriotism, trust, advertisement, price, quality, masculinity culture, government support, purchase intention and mediating purchase intention and their relation to actual purchase of local brands in Yemen. Basically, the following objectives are the main focus:

1. To explain the influence of direct significant factors (purchase intention, patriotism, price, quality and government support) on actual purchase behavior towards local brands in Yemen.
2. To explain the direct significant factors' (patriotism, trust, advertisement, price, quality, masculinity culture, family and government support) that have and effect on purchase intention.
3. To explain whether the purchase intention's mediating effect on the relationship between predictors and actual purchase behavior is significant and relevant.
4. To verify the appropriateness of the TPB in studying Yemeni consumers' purchase behavior, by using nested model presence in structural equation modeling SEM.

1.6. Scope of Study

The scope of the present study comprises Yemeni people as well as a Yemeni teachers and other staff working in all Yemeni public and private schools. Past studies used teachers and other staff as their sampled (Lee et al., 2010; Bahaee, 2009; Uncles & Saurazas, 2000; Jae-Eun and Pysarchik, 2000). Teachers are chosen

because they are educated, influential in the society and in addition, they have stable incomes.

There are three regions that served as sample population in the study:

1- North of Yemen (Sana` and Hodeida).

2- South of Yemen (Aden, Taiz and Hadramot).

3- Middle of Yemen (IBB)

These regions were selected because the majority of Yemeni employees in the education sector work in these regions (27%)and most schools are located in these regions (Ministry of Education, 2008).

1.7. Significance of the Study/ Contributions

The focus of this study is toinvestigate the factors affecting consumer purchase intention and actual purchase toward localbrands using the theory of planned behavior (TPB) as the conceptual underpinning theory. The findings of this study are vital for the local industrial sector, government, the general public (consumers) and academia. This study is among the first empirical studies on actual consumer purchase in the localbrand sectors that uses advanced quantitative methods such as Structural Equation Modeling-(SEM) for its analysis in Yemen. Specific contributions to each sector are discussed below:

1.7.1.Significance to Practitionersinthe Industrial Sector

Managers and industry stakeholders should benefit by gaining new insights into purchase factors that are obvious to the local brand consumers and controlling the purchase behavior and attitudes of the consumer. This is relevant to Yemeni companies in attracting consumers to patronize their brands based on quality, promotion, and price so that Yemenis would be patriotic and trust local brands.

This study is a guide to attracting a lot of local customers and making them purchase local brands. It helps to increase local brand consumption and achieve high performance for the development of local companies to increase their turnover, which is relevant for higher investments and continuing to prevent cases of bankruptcy. New marketing strategies should be implemented based on the findings for win-win strategies in ensuring patriotism and trust of consumers for the purchase of the local brands of companies.

The findings of patriotism and quality, should give new impetus for improvement in local brand patronage. Yemeni consumers are patriotic toward local brands, therefore, they are purchasing local brands, also Yemeni consumers prefer good quality to be in the local brand; the inclusion of patriotism in the model would show evidence of their effect on consumer purchases as well on the incorporation of the unique *Yemen First* or *Made in Yemen.* Purchasing behaviors hold a great importance to consumers and industry, and furthermore, new ideas can be generated for handling competition, dissatisfaction from purchase of local brands, and for building patriotism and trust between local brands and consumers.

1.7.2.Significance toPractitionerfromthe Government

The findings provide guidelines for policy-making for the betterment of support to the local brand industry, and can work at the decreasing importation of foreign brands, increasing the export of local brands, increasing investment, which in turn leads to improving the national economy and local industries are important contributors to the economy of Yemen and the enhancement of the local people's lives.

1.7.3. PractitionerSignificanceto Consumers

The consumer patriotism and trust are important for the local industries to ensure the purchase and repurchase of local brands. Those consumers need to be able to bargain for good quality of the local brand, local brand consumers need to be more informed about the quality of the local brand and commitment from consumers is needed at all times to ensure the development of the local brand.

Consequently, the factors and elements influencing the purchase behavior of consumers towards local goods movement are very important for the Government of Yemen. In addition, the companies that manufacture brands and local facilitators are able to rely on the domestic brand and it is easy for them to export domestic brands. Furthermore, companies can continue to compete with the present and the future international brands, as these factors will make the companies consider a new approach to consumer behavior in order to meet and satisfy the needs and desires of both local and international consumers. Also, companies have not fully envisaged the increasing breadth and multiplicity of goods of their brands in the Yemeni market. It is expected that the research will result in a number of benefits, because in theory, these factors bridge part of the myopic study regarding local knowledge of the trends for the purchase of consumer behavior toward the Yemeni national brands. Practically, the research is expected to contribute to the development of the domestic brands and consumer trends about the local brand, and the formation of Yemeni brands. This will consequently lead to the satisfaction of the consumers and will thus contribute to Yemen’s strengthening of the national and religious loyalties, and the direction towards the formation of national identity.

1.7.4. Theoretical Significance

The findings lead to the increase of the number of empirical findings on actual consumer purchase behavior and purchase intention, and to suggest that actual purchase behavior predictors would enrich the conceptualization of purchase behavior and its relationships in the context of Yemen. Moreover, the direct and indirect findings impact the antecedent of consumer actual purchase behavior and increase the empirical literature in marketing and related disciplines. The direction of the relationship in this study verifies the theoretical inconsistency that exists in the previous studies.

Once again, in terms of theory, this study contributes to the body of knowledge by studying the effect of patriotism, marketing factors (advertising, price and quality) social factors (masculinity culture and family), and perceived behavior control (government support) on actual purchase behavior and purchase intention of the local brands in Yemen, and as the research model is based on the theory of planned behavior (TPB), the underpinning theory of actual consumer purchase is analyzed using a structural equation modeling analysis (SEM).By using this model, its appropriateness for the data in Yemen could be verified.

Moreover, the methodological contributions are expected to provide guidelines, and the new validation of the existing instrumentsthat have utilized measurement variables in the study. When using structural equation modeling (SEM) methods, few advantages are present, such as a rigorous examination and testing of the measurement through confirmatory factor analysis (CFA), and goodness of fit models (GOF) that are achievable for generalization. Complex research models with

multiple dependents and mediators are tested and causal relationships are established.

In addition, this empirical study is the first of its kind conducted in Yemen, as none of the researchers have conducted a research in this direction while using these variables and using the theory of planned behavior. Therefore, this research will surely increase the number of Yemeni empirical studies in the local brands industry.

1.7.5. New Contribution to Knowledge

This study is a pioneering study that added consumer patriotism and trust as new variables to the theory of planned behavior. This empirical study is the first of its kind to be conducted in Yemen, as none of the researchers have conducted any kind of study in this direction while using the theory of planned behavior. Marketing factors: price, advertisement, and quality, government support and masculinity culture are included in the study as new variables to the model of the actual purchase of local brands. Moreover, only a few previous studies have utilized the theory of planned behavior in the area of the actual purchase of a local brand although previous studies have used it in other areas and verification of the theory of planned behavior (TPB) is conducted through the use of Yemeni data to increase the empirical contribution. Methodological contributions through the use of SEM are validated using confirmatory factor analysis (CFA) in the local brands industry.

Purchase intention has a mediating effect between the independent variables (patriotism, family and masculinity culture) and the dependent variables (actual purchase of local brand in Yemen). Purchase intention does not have a mediating

effect between the independent variables (trust, price, quality, advertisement and government support) and the dependent variable (actual purchase of a local brand in Yemen).

CHAPTER TWO
LITERATURE REVIEW

2.1. Overview

This chapter provides a comprehensive overview of the literature pertaining to this study. The chapter starts with the overview followed by the actual purchase behavior as the dependent variable (since previous research models focused on actual purchase behavior). The underpinning theory is then explained, followed by the discussion regarding antecedents of actual purchase behavior, purchase intention as the mediating variable, and actual purchase, attitude and actual purchase behavior. This is followed by the explanation of the relationship between patriotism with purchase intention and actual purchase behavior, price and actual purchase, advertisement and actual purchase, quality and actual purchase behavior. The researcher provides an overview of the relation between subjective norm/social factors (family, cultural) and purchase behavior; masculinity cultural and purchase behavior and perceived behavioral control (Government support) and purchase behavior. Other factors, including demographic factors, ethnocentrism, brand name, country or origin, animosity, world mindedness, ethical obligations, guarantees, warranty, after sales service, trait empathy, state empathy, shopping support, and responsibility are examined in light of their linkages to purchase behavior. In the final section, the antecedents of purchase intention, attitude, trust, and ethnocentrism and their relations to purchase behavior are explained, after which the operational definitions of variables are provided .

2.2. Actual Purchase Behavior of Local Brand

Purchase behavior is defined as an "individual`s readiness and willingness to purchase a certain brand or service" or "decision processes and consumer involvement in purchasing and using brand" (Ajzen & Fishbein, 1980). Simply, as purchasing goods and services for personal consumption, and means of consumption through the process of buying or using goods, or the amount that people buy or use (Ajzen & Fishbein, 1975).

According to Kotler & Armstrong (2009), actual purchase behavior is evident when a consumer goes through all the relevant steps of a purchase. This would involve the brand, method of payment, package, location of purchase, and all the other factors related to purchasing a particular brand. The aforementioned definition states that actual purchase behavior is the end step that results from the different processes that a consumer goes through. According to studies by several authors (Thackston, 2003; and Berkowitz et al., 2003), there are different stages in consumer actual purchasing, and these can be summarized as the need/desire to recognize brands, search for information about the brands that can complete the need, estimate the set of options presented in the market, decided to purchase a brand, and the estimation of their decision after actual purchase. Consumers may make their purchases at several locations and at any time, but purchase behavior need not involve all the processes mentioned above.

The actual purchase behavior of local brands is defined as consumers in different parts of the world have different abilities in terms of actual purchase to select between local and foreign brands (Schuiling, et al., 2004). Along the same lines, local brand has been defined by Schuiling et al. (2004) as a local brand that

belongs to local, international, or global firms. The term local brands are defined by Bajaj (2006), as a group that belongs to one country or in a restricted geographic location.

It is also noted that local brands belong to a local, international, or global firm. Local brands provide a link between the national economy and individual well-being. According to Kotler & Armstrong (2009), understanding purchase behaviour is therefore very important in order to attract and retain consumers. Thus, marketers need to keep improving their understanding of consumer behaviour, both from an individual`s perspective, and also in terms of market sectors. Therefore, the definition of purchase behaviour in this study is the individual`s readiness and willingness to purchase and use a certain brand or service (Ajzen & Fishbein, 1980).

Consumer purchase behaviour is not only important for marketers or companies, but also for Government, which benefits from an understanding of local consumer purchase behaviour as well. It can help the Government in planning its strategies to support and co-operate with public and private sectors, and the Government can motivate consumers to purchase local brands in order to improve the national economy (Hamin & Eliott, 2006). In the present study, the main issue is the low actual purchase behavior for local Yemeni brands. Yemen currently spends 2 billion dollars (U. S. $) to purchase foreign brands, while the same brands are produced locally in Yemen (Al-Smeh , 2010).

Moreover, there was an increase of imports and decline in exports from 2006 to 2007 and 2007 to 2008 (Yemen Annual Report, 2008), Also, as reported by the Central Bank in Yemen, increase of imported brands were reported at the rate of 7.9 % from 2009 to 2010, and a decline in exports of local brands was also reported

(Central Bank of Yemen, Annual Report, 2010). This could imply that consumers prefer foreign brands due to the influx of those brands into the country.

Additionally, the foreign direct investment in Yemen is negative (-3.22) (UNCTAD, World Investment Report, 2011). Hence, the government mostly supports and develops local brands and national industry in order to develop the national economy.

In addition, since Yemen practiced an open market in 1995, greater competition was noted from foreign brands, and local brands became non-progressive, and local industries needed rehabilitation. This consequently led to the low capability of these industries to compete with foreign brands with some institutions (4.5%) ending in bankruptcy, constituting 50 out of 1096 companies in 2007-2008; these included a biscuit factory and the national food in Mansoura, Canada Dry, Shakra factory for canning fish in Abyan, a factory for leather shoes, a vegetable oil factory, a factory for soft drinks, Almcala, a factory for canning fish, a national perfume factory, a factory for Al-fayoush brand tomatoes, a Cotton Gin in Lahj, a spinning and weaving factory in Mansoura, and a plant for Al-Ameltion brand paint (World Bank www.wds.worldbank.org, 2002; Yemen Economic Report, 2008).

In advanced, developed countries, consumers are inclined to purchase their local brands, but in the developing and the less developed countries, consumers usually prefer imported brands (Agbonifoh & Elimimian, 1999; Batra et al., 2000; Wang & Chen, 2004). As Yemen isconsidered a developing country, therefore, Yemeni consumers are a typical example of a less-developed country. Yemeni consumers believe that local brands are not as good as their imported counterparts.

In line with this, several authors (Ahmed et al., 2004; Wall & Heslop, 1986; Wang & Lamb, 1980) confirmed that consumers in a developed economy country have a tendency to purchase domestic brands first, followed by brands from other developed countries, and then the goods from less-developed economies. Yemen is considered as one of the least-developed countries, according to a United Nation's report (2011). Regrettably, Yemeni consumers prefer imported brands over local brands, and the relationship between consumers and local brand is still unclear, and there still exists some ambiguity surrounding consumer behavior and domestic goods (Ministry of Trade & Industry, Yemen 2008; comtrade.un.org).

However, most previous studies concentrated on factors such as patriotism, trust, price, quality, advertisement, family, masculinity culture, and government support that influence consumer purchase of the local brands only in developed, and developing countries (e.g., US, Germany, Israel, Turkey, Iran, China, Malaysia, India).

In addition, previous studies have also stopped short of empirically testing the actual purchase consequences (patriotism, trust, price, advertisement, quality, masculinity culture, family, government support, as these factors assess the relationship between them and actual purchase (Sbimp & Sharma, 1987). Consequently, there is a dire need to study the factors affecting consumer purchase behavior towards the local brands in Yemen in order to improve and build good relationships between domestic goods and consumers, and to influence the purchase of and improve local brands. Thus, the researcher felt it necessary and timely to conduct this research on the factors affecting purchase behavior toward local brands in Yemen. It is important to investigate the relationships between certain factors (patriotism, marketing factors, economic factors, social factors, personal factors, and

government support) and purchase behavior of local Yemeni brands, all towards improving the place of local brand purchases.

2.3.Previous Research Models on Purchase Behavior and Fragmentation

Over the years, several previous studies have been done and conducted by different researchers to identify and examine factors that affect consumers on actual purchase behavior. Among the predictors or antecedent variables that have been examined and reported to have correlations with actual purchase behavior are discussed below. Moreover actual purchase study models in previous studies are too diversified, inconsistent, and fragmented from complex to simple (Rawwas et al., 1996; Madeleine et al., 1997; Morven et al., 2007; Granzin et al., 1998; Vida et al., 2008; Vida & Reardon, 2008; Dmitrovic et al., 2009; Shoham et al., 2003; Nazlida & Razli, 2004).

These studies examined and reported correlations with actual purchase behavior, and their fragmentation is not only because of the size of predictors, but because of the lack of consensus regarding the direct and indirect predictors of actual purchase behavior models developed for local brand settings. To justify this fragmentation, and correlations with purchase behavior, nine models of local brand purchase in studies between 1996 and 2009 were evaluated.

The research model developed in the U.S.A by Madeleine et al. (1997) proposes ten factors as antecedents of actual purchase behavior – direct linkage numbering three (deserving responsibility, state empathy, and shopping support) and indirect linkage numbering seven (education, patriotism, ethnocentrism, trait empathy, salience, similarity, only six factors) (Figure 2.1). Among these linkages, patriotism has an indirect relationship with actual purchases.

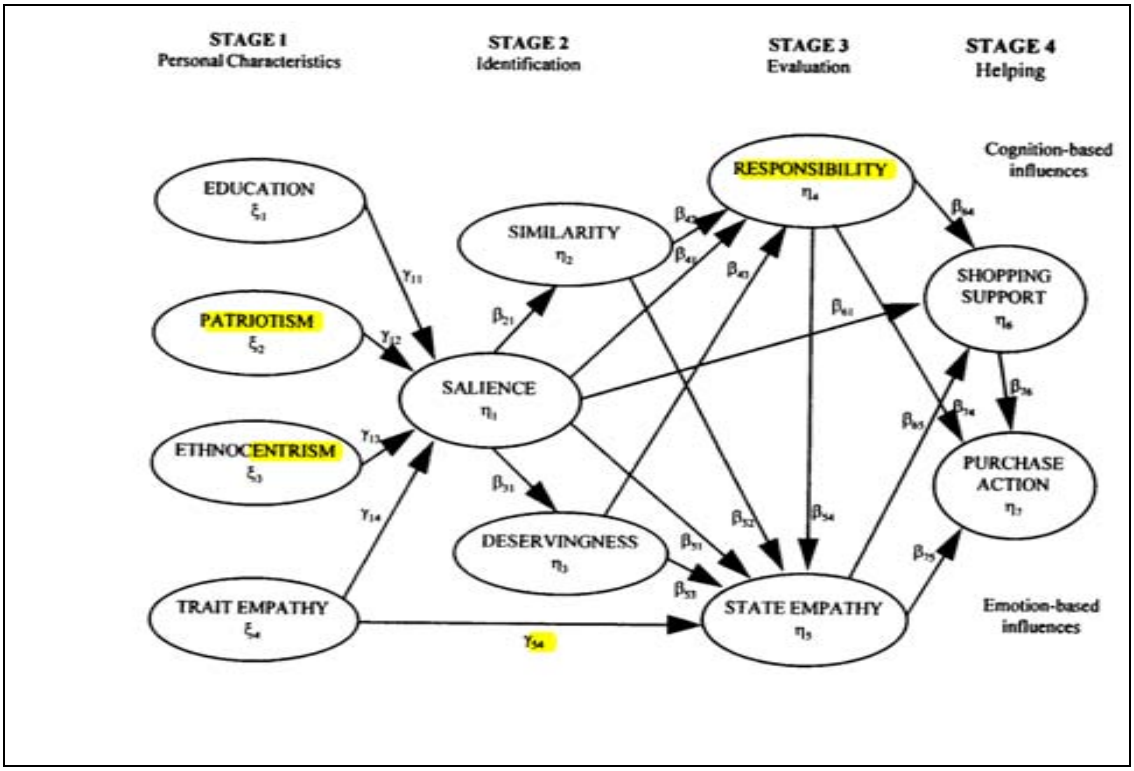


Figure 2.1.
Antecedents of Purchase Action Model
Source: Madeleine et al., (1997)

In conclusion, the argument that the differences between the above study and this study are; first, patriotism has an indirect relationship, but not a direct relationship with actual purchase, while in this study patriotism has direct and indirect relationships with the actual purchase of the local brand. Second, in terms of methodology, for the above study, data was analyzed using Partial Least Squares (PLS) while in this study, data was analyzed using structural equation modeling (SEM). Also, the study took workers in the US textile industry as the sample, thus limiting generalization to the whole population, while in this study the sample is comprised of teachers and employees in Yemeni schools.

On the other hand, the above study used the equity theory of motivation, while this study used the theory of planned behavior (TPB), which has not been tested empirically in the Yemeni context. Thirdly, this study considers government support, masculinity culture, family, price, quality, advertisement, and trust. Finally, the above study was conducted in a developed, Western country, the U.S, while this study is conducted in a less-developed country, Yemen.

Subsequently, Morven et al. (2007) in the UK suggested 9 factors (purchase intention BI, Perceived behavioral control PBC, subjective norm SN, meat safety = attitude1, animal welfare = attitude 2, meat quality = attitude 3 , media = attitude 4, rural and Morthe UK obligation MO) as direct and indirect factors that are antecedents of actual purchase (Figure 2.2). In this model, quality, perceived behavior control and purchase intention have direct linkages with actual purchases. The present study follows the model byMorven et al. (2007) for direct linkages between quality, perceived behavior control, and purchase intention and actual purchase.

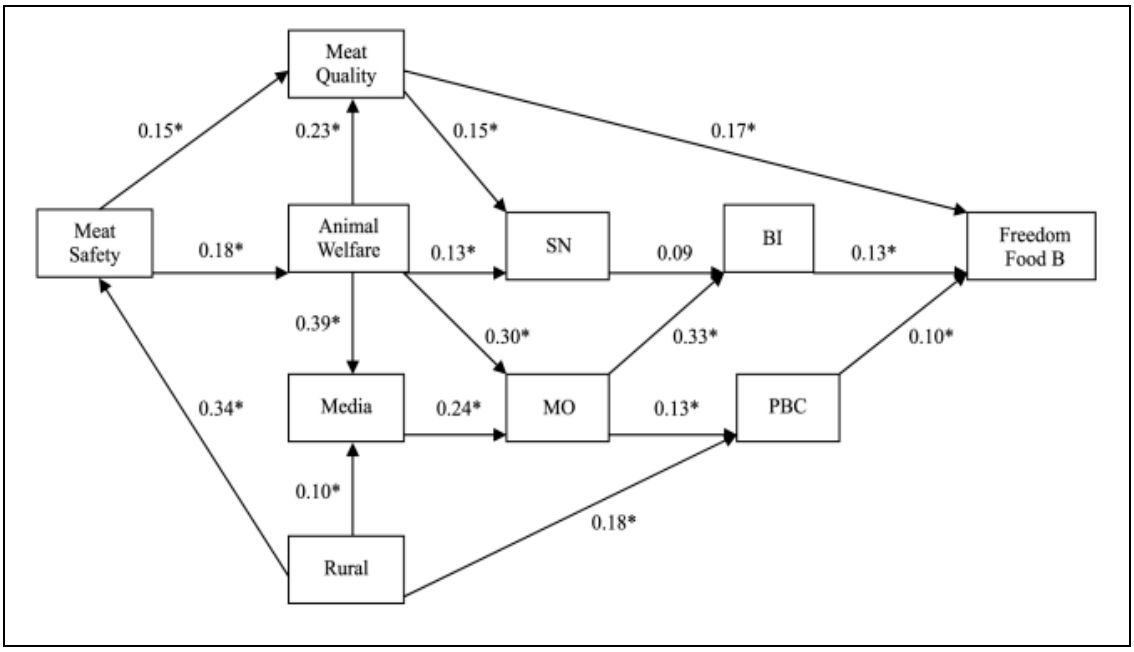


Figure 2.2.
Antecedentsof Actual Purchase of Freedom Food
Source: Morven et al. (2007)

Based on the finding of the above study, the correlation analysis indicates a significant positive relationship between (meat safety = attitude1, animal welfare = attitude 2, meat quality = attitude 3, media = attitude 4, rural and Morthe UK obligation MO) and buying behavior. A significant negative correlation is also revealed between: BI and meat quality = attitude 3; PBC and SN; SN and meat safety = attitude1. A significant model also emerged using multiple regression.

In sum, some differences between the above study and this study can be identified. The above study used purchase freedom food as dependent variable, while our study used local brands. Moreover, the above study used a five-point Likert scale, while this study uses the seven-point Likert scale. Seven-point Likert scales are said to provide detailed feedback, and does not subject the respondents to any undue cognitive burden (Hair et al., 2010; Cavana et al., 2001; Churchill & Peter, 1984). Also, the seven-point Likert scale was used to measure the responses, since it is widely used in marketing research and has been extensively tested in both

marketing and social science (Garland, 1991; Morgan & Hunt, 1994; Luck & Rubin, 1987; Tan & TEO, 2000; Shih & Fang, 2004).

In addition, the above study showed indirect links between media, quality with dependent variable, while in our study advertisement/media and quality has direct and indirect relationships with the actual purchase. The said study is also conducted in the UK, but the present study is carried out on local brands in Yemen.

While the above study used all the original factors for the theory of planned behavior TPB, our study used only two original factors from TPB - intention and actual purchase, with attitude replaced by patriotism and trust, subjective norms by family and masculinity culture, perceived behavior control by government support, and other factors were added to the theory of planned behavior, such as marketing factors: price, advertisement and quality.

In another similar study, Granzin et al (1998) in the U.S. supported a (7) seven-predictor model of consumer actual purchases, with ethnocentrism, patriotism, social concern, costs/price, similarity, responsibility, and common fate (Figure 2.3). Patriotism and social concern are predicted as having an indirect impact on actual purchase, while cost has a direct impact on actual purchases. Following this proposal, patriotism and social concern is hypothesized as having an indirect link to actual purchase, while cost (price) is hypothesized as having a direct link to actual purchase.

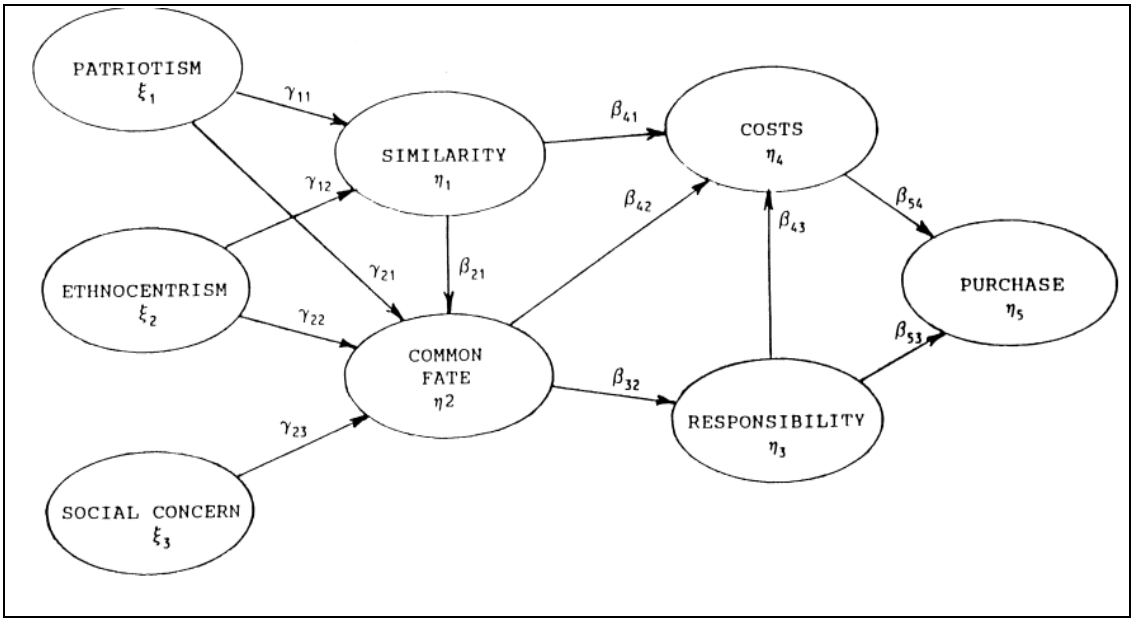


Figure 2.3.
Antecedentsof Purchase Models
Source: Granzin et al, (1998)

In another related study, Rawwas et al. (1996) investigated ten antecedents of consumer purchase behavior. Their research model showed a direct linkage to purchase intention, and indirect linkages to quality of domestic brand, quality of foreign brand, strong country stereotyping, weak country stereotyping, high usage of country of origin cues, low usage of country of origin cues, nationalism, world-mindedness and culture (Figure 2.4). The four factors of concern for this study (intention, quality, patriotism/nationalism, and culture) are direct and indirect predictors of actual purchase, thus strengthening its direct and indirect linkages, as opposed to only indirect in other studies of the same caliber.

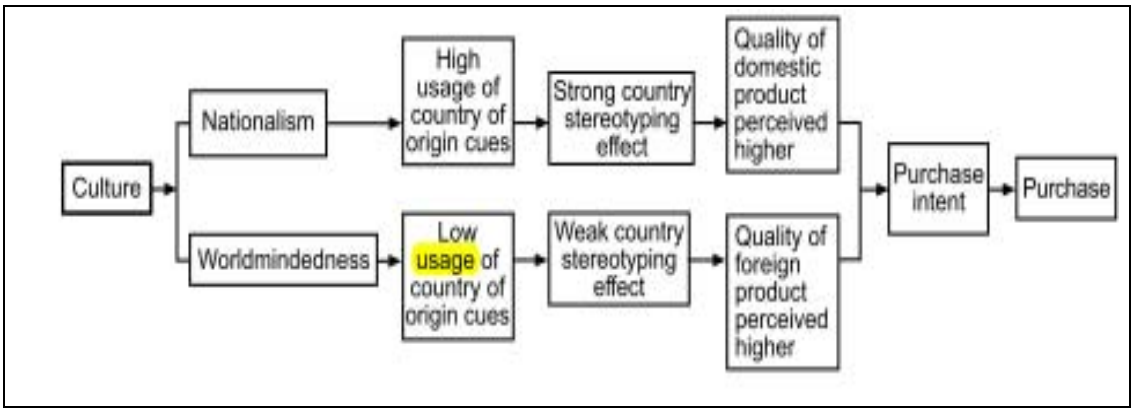


Figure 2.4.
Antecedentsof Actual Purchase Behavior Model
Source: Rawwas et al, (1996)

Vida et al. (2008) in Slovenia, Bosnia and Herzegovina proposed (5) five factors (direct ethnocentrism and ethnic affiliation, indirect linkage national identity, nationalism being the same as patriotism and cultural openness) as depicted in Figure 2.5. In this study, nationalism and culture are hypothesized as indirect predictors of actual purchase.

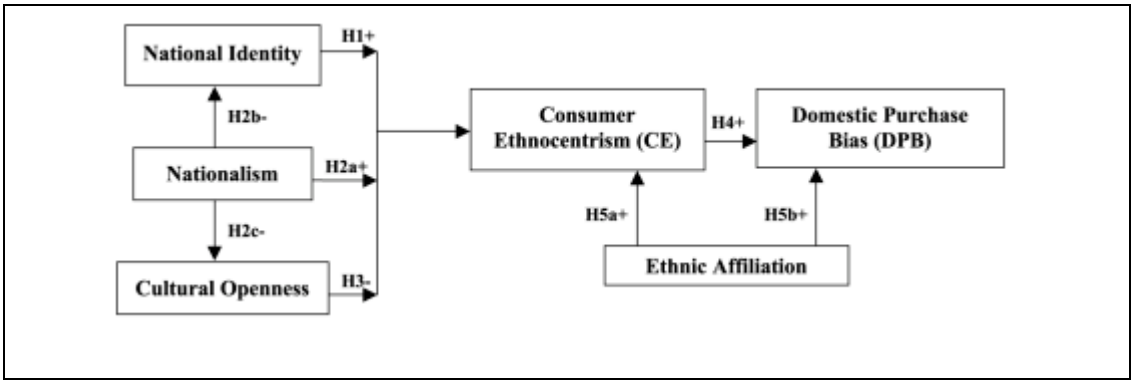


Figure 2. 5.
Antecedentsof Domestic Purchase Models
Source: Vida et al., (2008)

In addition, Vida & Reardon (2008), in Eastern Europe (Slovenia), suggested four factors (relative brand quality, ethnocentrism and patriotism) as direct antecedents of domestic consumption, while cosmopolitanism was an indirect

antecedent of domestic consumption (Figure 2.6). The results of this study suggest that affective and normative constructs (i.e.,consumer ethnocentrism and patriotism) are stronger determinants of domestic consumption than rational considerations (the cognitive mechanism), such as perceptions of relative brand quality of domestic brands versus imported brands.

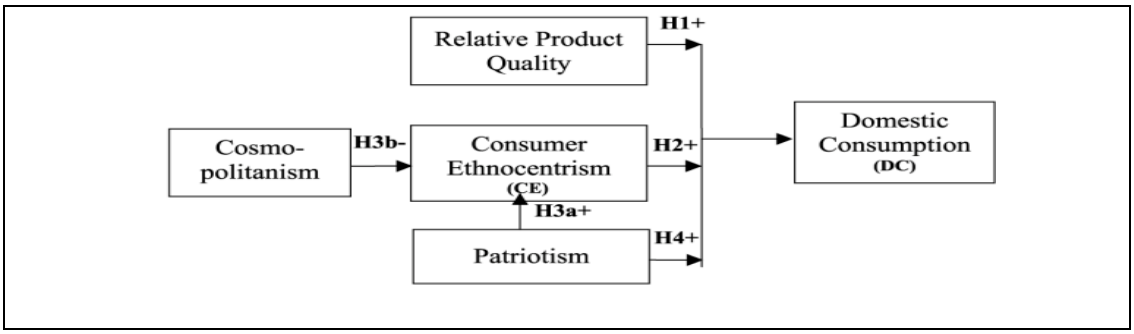


Figure 2.6.
ActualLocalBrand Purchase Model
Source: Vida & Reardon (2008)

Similarly, Dmitrovic et al. (2009) also supported the four-predictor model of actual consumer purchase behavior consisting of consumer ethnocentrism, domesticbrand appraisal, worldliness and national identification (Figure 2.7). Data was collected through personal interviews with 1954 adult urban consumers. The model of domestic purchase behavior was tested using SEM analysis. The results are related to the role of national identification as an antecedent to consumer ethnocentrism and domestic brand appraisal which were inconsistent across the samples.

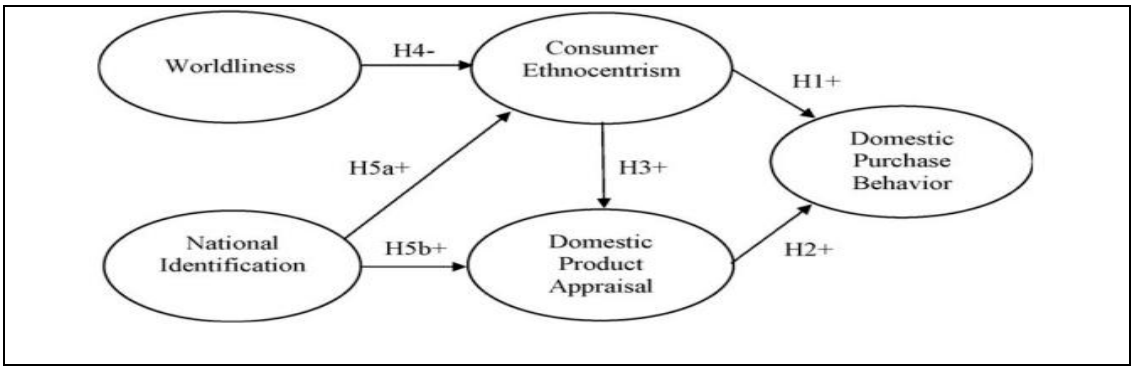


Figure 2.7.
Local Brand Purchase BehaviorModel
Source:Dmitrovic , et al. (2009)

In Israel, a research model was developed by Shoham et al. (2003), wherein only three antecedents were investigated - consumer ethnocentrism, general attitudes toward local brands, and income having an impact upon local brands purchase (Figure 2.8). The figure hypothesizes a direct impact on purchase of local brands. The results have both positive and negative impacts on the purchase of local brands, for instance: consumer ethnocentrism and attitudes have a positive relationship with the purchase of local brands, while income has a negative relationship with the purchase of local brands.

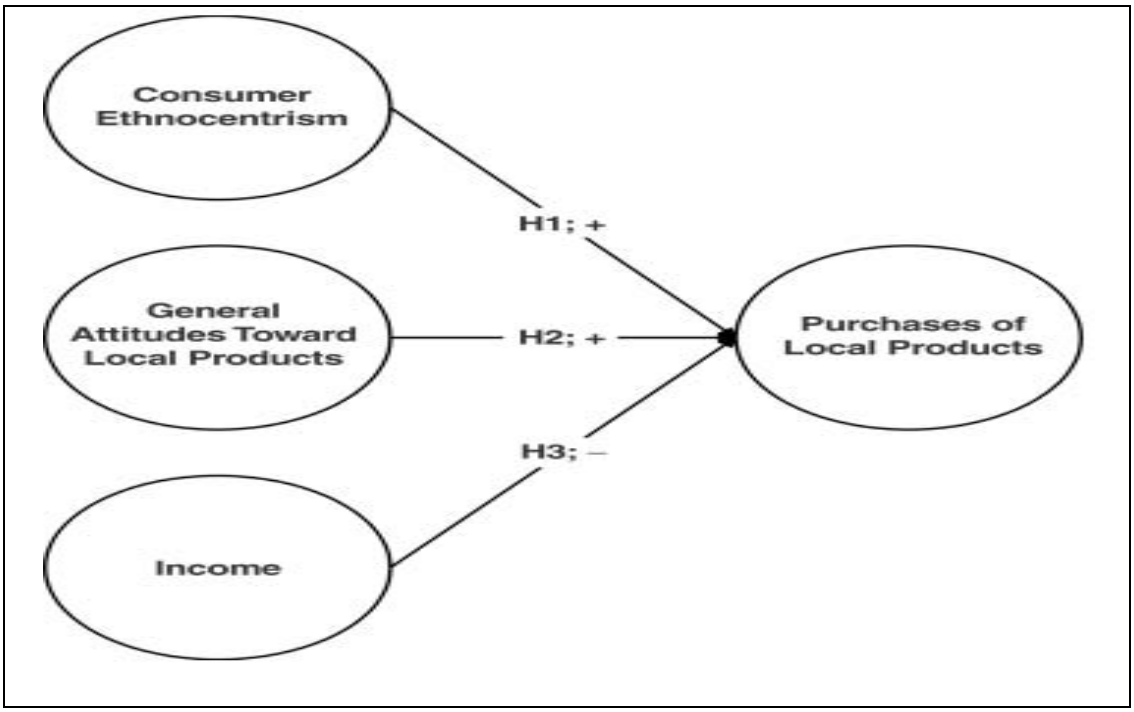


Figure 2.8.
Actual Purchase Local BrandModel
Source: Shoham et al, (2003)

In Malaysia, a research model in local brand (figure 2. 9), was developed by Nazlida &Razli, (2004), suggesting only one independent variable - consumer ethnocentrism – while therewere two dependent variables -domestic brand evaluation and actual purchasing preference.

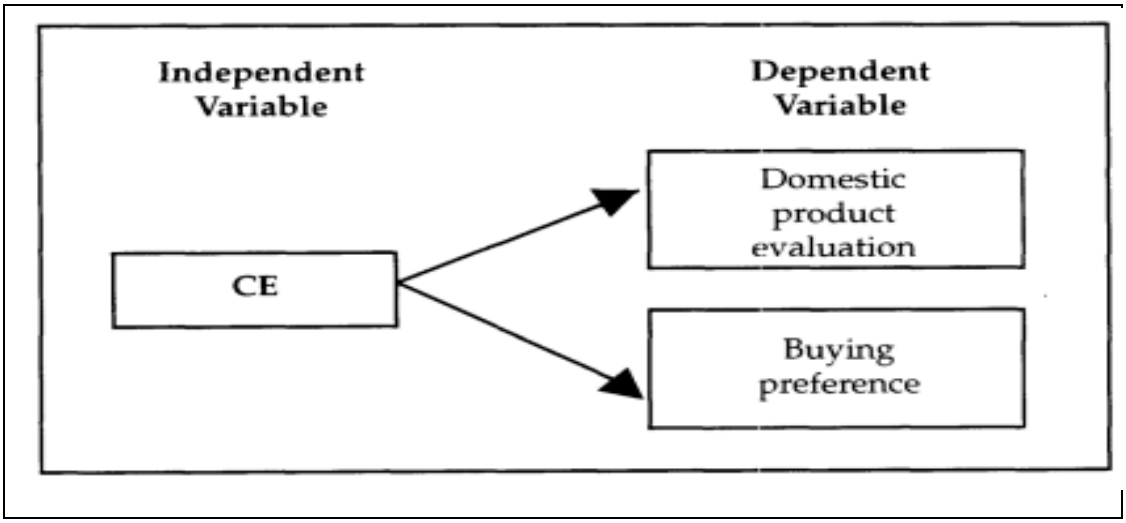


Figure 2.9.
Local Brand Evaluation Model
Source: Nazlida & Razli, (2004)

In conclusion, and in argument for all the above studies, the difference between the above studies and this study is that: firstly, patriotism has an indirect relationship with actual purchase as a dependent variable DV (Madeleine et al., 1997; Granzin et al, 1998; Vida & Reardon, 2008), while in this study, patriotism has both direct and indirect relationships. Also, as noted in the above studies, only a few studies included patriotism (Madeleine et al., 1997; Granzin et al., 1998; Vida & Reardon, 2008).

Secondly, the above studies neglected many important factors that affect local brands, such as: government support, family, trust, and marketing factors, which are included in the present study.

Thirdly, all of the above previous studies were conducted in other countries, such as the USA, the UK, Austria, Slovenia, France, Israel, and Malaysia, while this study is conducted in Yemen.

Fourthly, all the above studies did not empirical test intention as a mediator between the independent variables and the dependent variables, while this study used an empirical test of intention as mediating between all independent variables and actual purchase of local brands.

Finally, as observed in the problem statement in Chapter One, supported by the literature, fragmented models and diversities occur in various studies. We conclude, based on the observations of intention and the actual purchase of local brand models, past studies showed conflicts/diversities in the analysis. Due to these problems, this study was designed to be more comprehensive and included ten factors in one model (actual purchase, intention, patriotism, trust, advertisement, price, quality, masculinity culture, family, and government support).

Based on the theory of planned behavior (TPB) the present study used; the factors of actual and intention adopted originally from TPB, the factor of attitude, which is replaced by patriotism and trust, the marketing factors, which are replaced by: advertisement, price, and quality as new factors added to TPB, the factor of subjective norm/social factors replaced by masculinity culture, family, and the factor of perceived behavior control replaced by government support based ontheliterature review of purchase behavior models regarding local brands.

In addition, further empirical examination using Structural Equation Modeling (SEM) is required. SEM was used for several reasons. First, it allows the use of multiple indicators to measure constructs, and to reduce measurement errors by having multiple indicators for each latent variable. Second, it can evaluate causal relationships between multiple constructs simultaneously (Joreskog & Sorbom., 1981). Third, it can be used to gain insights into the direction of influence between research constructs, and to test how variables affect each other, and by how much

(Judge & Ferris, 1993). Fourth, it can provide an overall assessment of the fit of the proposed model, and test the individual propositions rather than coefficients, which is the case within multiple regressions. Fifth, it has the ability to model mediating variables (indirect effects), and features an attractive graphical modeling interface. Sixth, it can incorporate unobserved and observed variables in data analysis, rather than using only observed measurements with multivariate procedures (Byrne, 2010).

Hence, SEM could be used to test different models of fit, and to build up an overall model that best presents the data, and in turn advances the theory development.

Table 2.1

Summary of Antecedents of Consumer Purchase Intention and Actual Behavior on Local Brands

Author & year	Country	Antecedent	Theory, sample and methodology
Rawwas et al. (1996)	Austria	Intention, quality, worldmindedness and nationalism, Strong country stereotyping effect, high usage of country of origin, low usage of country of origin, culture	N/A. Sample randomly Of the 1,000 consumers who were selected, 593 agreed to . SEM was not used instead MANOVA, Logit regression analysis was used.
Madeleine et al., (1997)	U.S.A	Education, patriotism , ethnocentrism, trait empathy, salience, similarity , deservingness responsibility, state empathy, and shopping support	Equity theory (Hatfield et al., 1978) and distributive justice (Lerner and Meindl, 1981). The data were analyzed using Partial Least Squares (PLS) on workers in the US textile industry. Survey data was obtained from 209 adult residents of a medium-sized metropolitan area in the southeastern US(Population. 500,000). SEM was not used.
Morven etal., (2007)	UK	Purchase intention, Perceived behavioral control, subjective norm, meat safety, animal welfare, meat quality, media, rural and MO (moral obligation)	N/A. Data analysis was carried out using SPSS (Version 12). And SEM. This was followed by a postal questionnaire targeting 1,000 Scottish consumers in 2001
Granzin et al. (1998)	U.S.A	Ethnocentrism, patriotism, social concern and Responsibility, costs= price , responsibility, similarity and common fate	N/A. Data came from a survey of 240 adult residents of a major Western metropolitan area. A structural equation analysis was conducted using the maximum likelihood method of LISREL 7 NOT USE SEM
Vida et al. (2008)	(Slovenia) Bosnia and Herzegovina	Ethnocentrism , national identity , nationalism and cultural openness	Personal interviews from 580 urban consumers in Bosnia & Herzegovina. (SEM) method was used with AMOS 4 software.
Vida & Reardon (2008)	Eastern European; Slovenia	Relative brand quality, consumer ethnocentrism and patriotism	N/A.The sample consisted of 714 adult consumer individuals. SEM was not used and data were tested via covariance analysis. Once the construct reliable and Validities were established, the structural model was evaluated to test the hypothesized relationship
Dmitrovic et al. (2009)	West Balkans	Consumer ethnocentrism, domestic brand appraisal, national = patriotism identification=nationalism and worldliness	N/A.Data were collected via personal interviews with 1954 adult urban consumers. And the model of domestic purchase behavior was tested using SEM analysis
Shoham et al.(2003)	Israeli	Ethnocentrism, attitudes and income	N/A. Data from 137 in community and shopping centers and a mall. Regression models were used to test the hypothesized

Table 2.1 (Continued)

Nazlida & Razli, 2004)	Asia /Malaysia	Ethnocentrism	N/A.Malaysia via students as intermediates. SEM was not used, instead the researcher made use of correlation analysis
Mahesh&Shankarmahesh (2006)	U.S.A	Socio-psychological antecedents: cultural openness, worldmindedness , patriotism, conservatism, collectivism, animosity, materialism, list of values; external, and internal, economic antecedents: improving national icon, improving personal, political antecedents, demographic antecedents: age , gender, income (ethnocentrism, brand evaluation)	N/A (theory) Literature review
Javalgi et al. (2005)	French	Demographics, social psychological (patriotism, conservatism , collectivism), cultural opening country attributes, consumer ethnocentrism, attitude toward importing and brand necessity	N/A (theory) the population is approximately 100,000). Questionnaires were distributed randomly to shoppers at a post office located within the mall complex. A total of 106 questionnaires were distributed. SEM was not used, only a series of regression analyses.
Kumar et al. (2009)	India	Self concept, need for uniqueness, clothing interest, perceived quality, emotional value, and purchase intention	N/A (theory) 405 college students in India were analyzed using structural equation modeling. (SEM) with AMOS graphics version 5.0
Bahaee et al. (2009)	Iran	Animosity as attitude, (product importance and brand necessity as moderator) demographic factors as antecedent of animosity (education, age, gender, income, occupation, civil status, and travel to other countries)	N/A (theory) Survey was administered to 902 Iranian students and other respondents in Tehran, the capital city, and Esfahan, about 200 miles south of Tehran. This was cross-checked with reliability analyses for the pertinent psychometric scales.
Chang & Pysarchik (2000)	Korean	Attitude (Acts), beliefs Evaluation (BE), Face Saving (FS), and Group Conformity (GC)	N/A. (Theory) Randomly selected from the membership lists of a number of Korean students. Of the 388 questionnaires sent to Korean students, 93 were returned and usable, SEM was not used, used SPSS Regression analysis
Han (1988)	U.S.A	Patriotism , country of image and serviceability	N/A (theory)

Table 2.1
(Continued)

Ebru & Ali (2008)	Turkish /North Cyprus	(Country of origin) image perception, ethnocentrism, and demographic factors (age, gender, education, income)	N/A (theory)consumers in North Cyprus. The CETSCALE used to measure the consumer ethnocentric tendency and was analyzed to test its reliability. SEM was not used.
Ahmed et al. (2004)	Vietnam	IV: ethnocentrism, cultural Sensitivity, and intention MOD: Demographic Mediating: Imported brand Judgment and brand categories	N/A (theory)Structural equation modeling (SEM), using the AMOS 5 program, was used. The target sample comprised 560 (280 each).
Ranjbarian et al. 2010	Iran	Ethnocentrism, country of origin and conspicuous consumption	N/A (theory) useSPSS Software. Correlation Analysis

Furthermore, various researchers (Dash et al., 1976; Lumpkin et al., 1985; Bell et al., 1998; and Tang et al., 2001) found the importance of perceived quality, price-conscious, pre-purchase information, perceived utility, positioning, and advertisement in influencing the actual purchase of the consumers. In another statement, the actual purchase pressure was laid on the role of demographic and psychographic variables influencing the consumers' actual purchase. Other researchers, McGoldrich & Douglas (1983), Nilsson & Host (1987), and Sheth (1981), did important works in investigating the factors that influence the retail purchasing behavior. Hansen (2000) established that well-known foreign brands, country-of-origin, wide brand range, competitive prices, terms of payment, marketing promotion, and financial support are the significant factors influencing purchase behavior. Also, most studies observed that quality, shape, size, color, price, and convenience are the factors influencing consumer actual purchase.

However, many studies suggested various variables to influence the consumer's actual purchase while going for the local brand. For instance, Foret (2006), in his study on the consumer actual purchasing with regard to local brands, found that price, brand factors, quality, curiosity, and an effort to try an innovation, package, advertise, brand and recommendation of other consumers are significant factors that affect purchasing process. Engel et al. (1990), Raman (2003), and Payne (1982) also found the influence of demographic and income-related factors on the purchasing of local brands. Verkasalo (2006) emphasized the importance of awareness; experience and feeling while studying the actual purchase of powerful local brand goods. Based on a study conducted in Israel by Shoham et al. (2003), an estimation of the impact of income, attitudes, and consumer ethnocentrism towards foreign-imported and local brands were carried out. The results show that high

consumer income has a negative influence on purchases of local brands, general attitude influences purchases of local brand, while ethnocentrism has a positive influence on purchases of local brands.

In addition, it was argued by some authors (Netemeyer, Durysula & Lichtenstein, 1991; Sbimp & Sharma, 1987), that consumer attitude influences actual purchase behavior domestically and internationally. On the other hand, Shoham et al. (2003) suggested that general attitudes, income, and ethnocentrism have significant influence on imported brands and domestic brands. The actual purchasing depends on income, general attitude, and ethnocentrism. In addition, ethnocentrism was found to influence Israeli customers' actual purchase. In another study, in the context of Belgium, Marie et al. (2009) compared the relationship of quality and the theory of planned behavior models, in which attitude towards the purchasing behavior, the subjective norm and perceived behavioral control (the antecedents of the purchasing intention in the theory of planned behavior) are found to be better predictors of behavioral intentions than relationship quality. The result shows that intentions fully mediate the impact between attitudes and actual purchase behavior. Also, attitudinal antecedents of behavior significantly predict purchasing behavior, but they become insignificant when purchasing behavior is included in the model.

2. 4. Underpinning Theory: Theory of Planned Behavior (TPB)

The theory of planned behavior by Ajzen (1985,1991) was extended from the Theory of Reasoned Action by Fishbein & Ajzen (1975). In addition to the constructs of attitude and subjective norm, the theory of planned behavior incorporates an additional construct of perceived behavior control. It addresses the inability of the theory of reasoned action to account for a condition where individuals do not have

total volitional control over their behavior. The theory assumes three independent determinants of intention: attitude toward the behavior, subjective norm, and perceived behavioral control. Perceived behavioral control reflects the individual's beliefs about his or her ability to perform the behavior, which are affected by external resources and internal perceptions (Ajzen, 1991). To solve this problem, Ajzen & Fishbein (1985) extended the theory of reasoned action by including another construct called perceived behavior control, which predicts behavioral intention and behavior.

The Theory of Planned Behavior confirms that actual behavior is a direct function of behavior intention, perceived behavior control, and that behavior intention is a function of attitude toward behavior, where attitude is defined as the individual's negative or positive feelings towards performing a behavior. Through a study of one's beliefs, consequences of the behavior, an evaluation of its desirability can be determined. Generally speaking, overall attitude can be evaluated as the total sum of individual consequence desirability assessments of the overall expected consequences of the behavior.

Subjective norm is considered as the perception of an individual on whether people who matter to him should expect the behavior to be done or not. The contribution of the opinion of important people in his life is weighed against the motivation of his complying to do according to the opinion. Therefore, subjective norm can be wholly expressed as the total sum of the individual's perception of his motivation assessments of all the important people.

Perceived behavioral control is the individual's perception of the challenges he faces while performing the behavior. According to the TPB, the people's control

over their behaviors is arranged in a continuous order – beginning from easily-performed behaviors to difficult to perform behaviors, etc. Ajzen (1991) suggested that the connection between behavior and behavioral control in the model should be established between behavior and actual behavioral control as opposed to perceived behavioral control. In addition, the challenges being faced to assess actual control resulted in using the perceived behavioral control for the same purpose. The total of all the determinants of intention, attitude, subjective norm, and perceived behavior control, is determined by succeeding belief structures. These are indicated as attitude belief, normative belief, and control belief, which relate to attitude, subjective norm, and perceived behavior control sequences. Perceived behavior control reflects beliefs regarding access to the resources and opportunities needed to perform a behavior, or to the internal and external factors that may hamper the performance of the behavior.

The theory of planned behavior (TPB) and the theory of reasoned action (TRA) has many similarities, but the main difference between the two theories is that (TPB) has added perceived behavior control as the determinant of behavioral intention, as well as control beliefs that affect the perceived behavior control, though it may be difficult to assess actual control before behavior (Taylor & Todd, 1995). Another difference is that TPB is more like an ideology dealing with personality and traits that indirectly impacts behavior through attitude, subjective norm and PBC (Ajzen, 1991). TPB is presented by Ajzen in 1991, which has its roots in the Theory of Reasoned Action (TRA). TRA suggests that behavior intention has a direct impact on behavior or is an antecedent of behavior, which is in turn impacted by (ATT) attitude, (SN) subjective norm, and (PBC) perceived behavior control.

2.4.1.Past Studies Lack of Use of Theory of Planned Behavior in Actual Purchase of LocalBrands

Past studies have a marked lack of use of the theory of planned behavior (TPB) in the study of actual purchase of local brands . However, the theory of planned behavior (TPB) has been used in a wide variety of settings as evidenced by the following: Lee et al. (2010) applied TPB successfully to understand a wide variety of human behaviors; Millar & Mark (2003) used TPB in the examination of youth career behavior; Siragusa & Dixon (2009) used TPB in higher education students' attitudes towards information communication technology (ICT)-based learning interactions; Morven et al. (2007) used TPB in the purchase of meat, and Farah & Newman (2010) used the theory in studying the intention to boycott American brands. Lee et al. (2010), on the other hand, used it to study the employees' intentions to use technology in schools, Maroucx & Shope (1997) used it to explain the use, frequency of use, and misuse of alcohol, Quick et al. (2008) used TPB to investigate coal miner hearing protection behaviors, Giles et al. (2005) used the theory to predict and explain condom use in a traditional African context, and Kraft et al. (2005) used TPB to study perceived difficulty and perceived behavioral control (PBC) or affective attitude.

Other studies include Armitage and Michael (2001), who described and reviewed the theory of planned behavior (TPB) by focusing on the evidence supporting the further extension of the TPB in various ways, Truong (2009) used TPB to predict user acceptance of online video and TV services, Chen (2009) studied consumer behavior through TPB and an extension of the theory, and Marie et al. (2009) studied relationship quality and the theory of planned behavior models of

behavioral intentions and purchase behavior. Similarly, TPB was also used to study weight loss behavior (Schifter & Ajzen, 1985), smoking cessation (Godin, et al., 1992) and to explain employees' intentions and behavior in the classroom (e.g., McCombs, 2011).

Besides the TPB, several other models have been used to predict intentions to use technology, including the Theory of Reasoned Action (Fishbein & Ajzen, 1975) and the Technology Acceptance Model (Bagozzi & Yi, 1991). The TPB has also been used for Internet banking (Shih & Fang, 2004). Similarly, it was used for "Exploring ethical brand extensions and consumer buying behavior: "Freedom Food" brand", by McEachern et al. (2007). With all the studies it was used, there's clear evidence that there is a lack of studies regarding using TPB in actual purchase intention for local brands, therefore, the present study fills the gap and uses this theory to predict Yemeni consumers' behavior to purchase the local brands.

Table 2.2
Summary of Studies that Used the TPB

Author	Country	Area of use TPB	Methodology respondents	DV &IV	Result
Millar & Mark (2003)	Ireland	Examine career exploratory behavior in adolescents in terms of the theory of planned behavior (TPB).	School pupil sample 278 adolescents	All elements of the TPB. Behavior, intention, attitude, subjective norms, and perceived behavior control.	The results indicated that behavioral intentions to search for career information were influenced primarily by past behavior and to a lesser extent by attitudes towards career exploratory behavior. Future behavior was explained best by past behavior. Social norms and perceived behavioral control exerted no significant influence on behavioral intentions or self-reported career exploratory behavior.
Siragusa &Dixon (2009)	N/A	Higher education Students' attitudes towards ICT-based learning Interactions	Higher education Students'	All elements of the TPB	
Morven et al. (2007)	England (UK)	Purchase Meat	Data analysis was carried out using SPSS (Version 12) and SEM. This was followed by a postal questionnaire distributed to 1,000 Scottish consumers.	All elements of the TPB including safety (ATT1) , animal welfare (ATT2), meat quality (ATT3), media (ATT4), RURAL and MO (Moral obligation)	Welfare-friendly brands (p , 0:01); SN, ATT2 and ATT3 (p , 0:01); and PBC, SN, ATT4, RURAL and MO (p , 0:01). A significant negative correlation is also revealed between: BI and ATT3 (p , 0:05); PBC and SN (p , 0:01); SN and ATT1 p , 0:01). A significant model also emerged using multiple regressions (p, 0:0005).
Farah & Newman (2010)	Arab/Middle East/Lebanon	Intention to boycott American brands	Employs a survey design administered systematic sample of 500 Muslim and Christian	All elements of the TPB	Pb. 001. For the overall sample, intentions to boycott are positively related to all independent variables

Table 2.2 (Continued)

Lee et al. (2010)	Republic of Korea (Seoul)	Employees' intentions to use technology in schools	A study was conducted involving 34 middle and high school employees in order to identify employees' relevant salient beliefs.	All elements of the TPB Direct and indirect Behavioral Beliefs (BB) Outcome Evaluations (OE) Normative Beliefs (NB), Motivation to Comply (MC) Control Beliefs (CB) and Control Power (Cp)	This finding suggests that employees must have positive attitudes about using computers to create and deliver lessons. They are less concerned about what others think of this practice, and far less Bothered by internal or external constraints.
Marcoux & Shope (1997)	Southeastern Michigan. U.S.A	Intention to use alcohol. In predicting and explaining Use, frequency of use and misuse of alcohol	Among 3946 fifth through eighth grade students in southeastern Michigan.	All elements of the TPB	All model components Reached significance at the 0.05 level.
Quick et al.(2008)	U.S.A Use SEM for analysis	The present investigation seeks to apply the TPB to the context of coal miner hearing protection behaviors	Posttest control group field research design was employed to assess antecedents toward wearing hearing protection	All elements of the TPB	Attitudes and perceived behavioral control were each significant predictor of intentions to wear hearing protection and again, the intentions were positively associated with hearing protection behaviors.
Giles et al. (2005)	South Africa.	This study set out to assess the ability of the Theory of Planned Behavior (TPB) to predict and explain condom use in a traditional African context	Participants were 152 young Zulu adults (mean age_/20.3 years) living in a subsistence agricultural settlement in South Africa	All elements of the TPB	The results provide strong support for the predictive power of the TPB and also highlighted the extent to which sexual behavior in a rural location is governed by family/social influences.

Table 2.2 (Continued)

Kraft et al., (2005)	Norwegian	Perceived difficulty in the theory of planned behavior: Perceived behavioral control (PBC) Or affective attitude	272Norwegian graduate students. Data were analyzed using (SEM)	All factors of the TPB	
Armitage, & Michael (2001)	U.K	This paper describes and reviews the theory of planned behavior (TPB). The focus is on evidence supporting the further extension of the TPB in various ways	N/A	All factors of the TPB and 6 extensions factors of TPB: belief salience, past behavior/habit, perceived behavioral control versus self-efficacy, moral norms.	Hear a review of the evidence supporting six such extensions To the TPB: belief salience, past behavior habit, perceived behavioral control versus self-efficacy, moral norms, self-identity, and affective beliefs.
Truong (2009)	French	This study used the TPB model to predict user acceptance of online video and TV services.	SEM was used as the main statistical technique and data survey questionnaires. Total, 336 questionnaires were completed	All factors of TPB, the three antecedents in the TPB model are conceived to be influenced, both direct and indirect	All significant, p=0. 001
Chen (2009)		Online consumer behavior. This study extends the theory of planned behavior (TPB)	Survey of 288 college students who Have online shopping experiences	Ten important antecedents as external beliefs to online consumer behavior	The results of data analysis confirm perceived ease of use (PEOU) and trust are essential antecedents in determining online Consumer behavior through behavioral attitude and perceived behavioral control

Table 2.2 (Continued)

(Marie et al., (2009)	Belgium	(Buying clothes) study compares the Relationship Quality and the Theory of Planned Behavior models.	Distributed 2306 questionnaires. (960)customers returned the questionnaire,	All factors of the TPB	First, the TPB constructs are a sound alternative to the RQ approach for predicting intentions and subsequent behavior in a customer–firm relationship context. Second, intentions fully mediate both the RQ and the TPB constructs.

2.5. Antecedent of Actual Purchase Behavior

There are many factors that may influence purchase behavior in general and purchase behavior of local brands in particular. As a result, over the years many past studies have been conducted by different authors and researchers, under different areas of purchase behavior of brands and different countries, different cultural settings, with the aim to recognize, determine, and examine factors that influence purchase behavior toward a local brand.

Among the predictor variables that have been examined and reported to have correlations with purchase behavior are: intention (Marie et al.2009; Rawwas et al. 1996;Morven et al. 2007;Chen & Corkindale, 2008;Shih & Fang, 2004; Kaynak et al., 2000; Margaret & Thompson, 2000), attitude (Morven et al.,2007; Shoham et al., 2003;Marie et al., 2009;Shaw& Shiu, 2003), patriotism (Granzin et al., 1998;Madeleine et al., 1997; Vida & Reardon, 2008; Dmitrovic, et al., 2009; Vida et al., 2008;Rawwas et al., 1996), quality (Batra et al., 2000;Morven et al., 2007; Gary & Knight, 1999; Vida & Reardon, 2008;Sunil & Palaparthy, 2008), price (Sunil & Palaparthy, 2008; Granzin et al., 1998), media/advertising (Morven et al., 2007), social influence\subjective norms (Granzin et al., 1998; Marie et al., 2009; Morven et al., 2007: Sunil & Palaparthy, 2008), cultural openness (Mokhlis et al., 2001), perceived behavioral control (Marie et al., 2009; Morven et al., 2007), government support (Margaret & Thompson, 2000), demographic factors (Ranjbarian et al., 2010; Shoham et al., 2003;Mokhlis et al., 2001; Nazlida &Razli, 2004; Yoo & Donthu , 2005), ethnocentrism (Ranjbarian et al., 2010; Nazlda, 2004; Mokhlis et al., 2001; Watson & Wright, 2000; Vida & Reardon, 2008;Dmitrovic, et al., 2009;Madeleine et al.,1997; Vida et al., 2008; Granzin et al., 1998; Shoham et al., 2003; Batra et al., 2000), brand name (Juan et al., 2009; Sunil & Palaparthy, 2008;

Grewal, et al., 1998), country of origin (Ranjbarian et al., 2010; Uncles & Saurazas, 2000), animosity(Nijssen & Douglas, 2004), conservatism and collectivism (Wang & Chen, 2004), worldmindedness (Rawwas et al., 1996), ethical obligation (Morven et al., 2007), perceive value and evaluation (Nijssen & Douglas, 2004), guarantees or warranty (Sunil & Palaparthy, 2008), after sales service (Sunil & Palaparthy, 2008), trait empathy (Madeleine et al., 1997), responsibility (Madeleine et al., 1997, Granzin et al., 1998), state empathy (Madeleine et al., 1997) and finally, shopping support (Madeleine et al., 1997).

2.5.1. Intention and Actual Purchase Behavior

The intention is defined as "how likely it is that the individual purchase the brand " (Phelps & Hoy, 1996), or the predisposition to buy a certain brand (Belch & Belch, 2004). However, the other definition of purchase intention is defined as the probability for consumer's intention to adopt certain actual purchases, and items referred to byRamayah et al., (2011) and Toe and Yeong (2003). Purchase intention is a full intermediary between attitude, subjective norm, perceived behavior control, and actual behavior (Ajzen, 1991, 2002; Mittal & Kamakura, 2001), and partially mediates the impact of perceived behavioral control (Ajzen, 1991). It represents the intention to actual purchase in the purchasing decision process. Behavioral intention appears in various forms, such as a tendency to purchase a brand for the first time, or a commitment to repurchase a current brand.

Additionally, there are many studies that indicated that purchase intention is a good predictor of the actual purchase of a local brand, as established by numerous empirical studies (Ajzen 1991; Ajzen & Madden, 1986; Marie et al., (2009); Marcel et al., 2001; Klein et al., 1998). Klein et al., (1998) tested the animosity model of

foreign brand purchase intention and actual purchase for foreign brands in the People's Republic of China. The result shows a significant negative relationship between Chinese consumer purchase intention of foreign brands and actual purchase for foreign brands (Japanese brands), and suggested future studies should examine other imitation contexts in which animosity might play a role in consumers' purchase behavior, and would include the collection of data on consumer perceptions and attitudes toward other nations and their brands. Such animosity is also present between Arab countries and Israel, and between Iran and U.S.A. Another interesting possibility would be to consider the inverse of the animosity construct and explore it. As for independence of quality judgments, consumers of a particular ethnic heritage express a preference for the brands from specific countries or regions. Because the present study is the inaugural investigation of the animosity model, the potential areas for further research are considerable.

Moreover, the previous study conducted by Rawwas et al. (1996) in Austria aimed to explore the influence of the worldmindedness and nationalism on consumer evaluation of domestic and foreign brands. The study found a positive significant relationship between purchase intention and actual purchase of domestic and foreign brands. In his results, the author recommended replicating this study in other countries, as different countries may have different attitudes. The results may have differed significantly had the respondents been selected from countries having different knowledge cultures, or had they experienced hostility towards some other country. Another suggestion for future research is the study of worldmindedness and nationalism in different market settings and environments.

Other authors also have the same opinion, as evidenced by Hsiu & Gwo (2004) in Taiwan, in a study examining the influence of the perceptions of senior

managers on intentions to encourage knowledge-sharing, and to develop a research model based on the Theory of Planned Behavior (TPB) (Ajzen, 1991). The Theory of Planned Behavior has been found positive in an expected large determination of behaviors, and is used generally to provide an explanation for behavioral intention and actual behavior in society (Chang, 1998; Fukukawa, 2002; Millar & Shevlin, 2003). Ryu et al. (2003) practically tested the theory of TPB and studied the factors influencing knowledge-sharing behavior of a group of professionals.

The authors reveal that professionals' attitudes as well as subjective norms have a great impact upon their intentions to share knowledge. The results demonstrate a positive significance between intention and behavior, and supported the research model based on Ajzen's Theory of Planned Behavior, which expected a positive relationship between senior managers' intentions to encourage corporate knowledge-sharing behavior.

In addition, other findings of previous studies regarding purchase intention as an antecedent of actual purchase reveal significant negative relationships (Klein et al., 1998; Marie et al., 2009; Rawwas et al., 1996; Chen & Corkindale, 2008; Morven et al., 2007; Shih & Fang, 2004; Kaynak et al., 2000; Margaret & Thompson, 2000; Yoo & Donthu, 2005).

Table 2.3
Summary of Studies Regarding Purchase Intention and Actual Purchase

Name of Authors	**Country**	**Finding**
Klein et al. 1998	China	Sign (negative)
Marie et al.2009	Kingdom of Belgium	Sign (positive)
Rawwas et al. 1996	Austria	Sign (positive)
Chen & Corkindale, 2008	Taiwan	Sign (positive)
Morven et al. 2007	UK	Sign (positive)
Shih& Fang 2004	Taiwan	Sign (positive)
Kaynak et al. 2000	Bangladesh	Sign (positive)
Margaret &Thompson (2000)	Singapore	Sign (positive)
Yoo &Donthu 2005	U.S.A	Sign (positive)

This study concludes that intention to actual purchase revealed inconsistent findings because previous literature's findings have cases revealing positive as well as negative relationship.

2.5.2. Attitude & Actual Purchase Behavior

According toMargaret & Thompson (2000), attitude is the negative and positive feelings that an individual has regarding doing a particular behaviour (Fishbein & Ajzen 1975). Attitude and behavioural intention's relationship lie in the fact that people normally have intentions to act upon those behaviors that they felt positive about. This attitude-behaviour relationship is the basis of TRA, TAM, and related models presented by Triandis (1977) and Bagozzi (1991). However, past studies in the UK (Morven et al., 2007) found that attitude factors extracted showed that meat safety, animal welfare, quality assurances, and the media have a significant impact upon customer purchasing behavior towards Freedom Food branded meat. In

addition, attitude-advertisement, quality have a positive significant effect on purchase intention and significant negative impact between attitude and safety (Morven et al., 2007). Another study in Israel conducted by Shoham et al. (2003) found that a significant positive relationship exists between general attitude and actual purchase. Similarly, Marie et al. (2009), in the Kingdom of Belgium, found a significant positive relationship between attitude and actual purchase. In addition, another study in the UK, carried out by Shaw & Shiu (2003), demonstrated a significant and positive relationship between attitude and actual purchase behavior.

Table 2.4
Summary of Attitude and Actual Purchase Behavior

Name of Authors	**Country**	**Finding**
Morven et al., 2007	UK	Sign (positive) in attitude-advertisement, quality Sign (negative) in attitude- safety
Shoham et al., 2003	Israel	Sign (positive)
Marie et al., 2009	Kingdom of Belgium	Sign (positive)
Shaw & Shiu, 2003	UK	Sign (positive)

2.5.3. Patriotism with Purchase Intention and Actual Purchase Behavior

A study in Turkey and the Czech Republic, conducted by Balabanis et al. (2001), investigated the impact of nationalism, patriotism, and internationalism on consumer ethnocentrism. They recommended for future researchers to study the importance of the direct effect of patriotism, nationalism, and internationalism on purchasing behavior. Therefore, current research is concentrated on including patriotism with purchase behavior.

Based on a previous study in the U.S. by Granzin et al. (1998), patriotism is considered as the value used to pinpoint relevance between the members of a group.

In other words, it is a sense of pride for an individual's own country, a desire to live there, a readiness or willingness to make sacrifices for it, and a respect for and loyalty toward its people (Barnes & Curlette, 1985; Curti, 1946). In addition, it is the inclination to show love, support, and defend one's own country as opposed to out-groups (Barnes & Colette, 1985; Feshbach, 1987).

In this study, patriotism represents one's affection for and loyalty to the local brands in Yemen. Patriotism should be distinguished from ethnocentrism and related constructs that connote an uncritical acceptance of one's own nation as superior to and deserving to be more powerful than other nations. Scholars claim genuine patriots love their own country, their own culture and traditions, but that doesn't mean they react negatively against foreign cultures and traditions (Barnes & Curlette, 1985; Forbes, 1985). And according to Hardin (1982), based on helping behavior, patriotism is practiced nationwide and it creates the areas whereby a patriot normally helps others. Similarly, a marketing study by Han (1988) revealed the positive impact of patriotism on the consumers' choice of local brands as opposed to imported ones. Generally speaking, behavioral research regarding patriotism has been displaying contrasting findings regarding positive findings influencing attitudes toward out-groups (Heaven, Stones, & Bester, 1986) and negative ones (Ray & Lovejoy, 1986).

Moreover, generally speaking, patriotism is a value, and values are basic, they are abstract and stable. In addition, they are also everlasting beliefs that are concerned about what is preferable, right, fair, just, or desirable. In other words, they lay down general standards for corrective actions that go beyond certain situations (Kalish & Collier, 1981). Due to their general nature, values fail to serve as an individual's guide to certain behavioral choices in a certain environment. On the

contrary, values normally impact behavior indirectly through the provision of the basis of personal beliefs (Schwartz, 1977). Patriotism exhibits the way a person values the fact that he belongs to a group with the citizens of his nation (Turner, 1991). It has been further referred to as the willingness to love, support, and defend one's country against out-groups (Barnes & Curlette, 1985). Similarly, it is that attachment that stems out of a sense of pride in one's country, an inclination to live there, as well as the inclination to sacrifice any or all for it, and respect for and loyalty toward its people (Barnes & Curlette, 1985). For the purposes of this study, the cognitive value of patriotism represents the consumer's affection for and loyalty to things manufactured in Yemen. Another definition of patriotism, distinguishing it from nationalism, is offered by Druchkman (1994, p. 47): "Patriotism is committed to a readiness to sacrifice for the nation, while nationalism is commitment plus exclusion of others; a readiness to sacrifice bolstered by hostility towards others."

In another related study conducted in Spain by Jimenez & Martın (2007), the purchase of foreign brands and the role of the firm's country of origin's reputation, consumer ethnocentrism, animosity, and trust were the factors explored. Jimenez and Martın (2007) suggested including other antecedents such as patriotism in future studies. In a similar study conducted in the U.S. by Han (1988), an investigation of the role of consumer patriotism is carried out in the light of the preference for domestic versus import brands. The findings revealed that the responses to patriotism play a significant positive role on purchase intention and actual purchase to local brands while the cognitive attitude toward imported brands (country of image) played a limited role (limited factors influence on purchase intention). Additionally, these responses also influence consumer's perception of quality and serviceability of local brands. Consequently, the study revealed that most of the patriotic consumers

were older, white, female, and from blue-collar occupations. The findings further revealed that advertisements showed on TV that were aimed at inciting emotions of patriotism may just work in light of domestic brands, especially when these advertisements play on the consumers' emotions, and attempt to evoke feelings towards the decline of the U.S. industry and the loss of domestic progress. On the other hand, if these advertisements are aired in such a way that it evokes guilt, they don't normally succeed in their goal. As mentioned before, these findings suggest that patriotism advertisements are more effective when they are aimed at older, white, female, and blue-collar consumers.

Advocating the reason behind the present research is Balabanis et al. (2001), who suggested that further research is needed to explain patriotism, nationalism and internationalism in various country settings. The authors also explained the extent to which the above factors have a direct impact on purchase intention. Additionally, they also suggested carrying out an empirical examination of the matter under discussion. From another perspective of patriotism,Mahesh &Shankarmahesh (2006) revealed that purchaser patriotism exhibits a general inclination to purchase local brands and to avoid imported brands, irrespective of price or quality, all for the sake of nationalism. Accordingly, the purchaser patriotism can be "institutionalized in the form of an informal government procurement policy that unduly favors domestic companies" (Kotabe & Helsen, 1998), or it can be as common as "a general societal tendency" (Sbimp & Sharma, 1997).

Sbimp & Sharma (1987) took the study further by expounding on the purchaser patriotism properties, the first property is that it represents a negative reaction to a certain attitude. Secondly, it is the result of an individual's concern for his country and the possible ill effects that imports normally bring to the citizens of

the country; the third property is the belief that those who purchase imported brands are indifferent to the challenges that fellow countrymen face when they are put out of work as a result of these imported brands. Fourth, patriotism is regardless of price or other brand-related attributes. Fifth, it usually manifests in the individual during their early years in the form of behavioral trends and patterns.

However, this conceptualization is rather elementary and simple, as it completely overlooked the summation at various levels (such as it varies from different organizations and institutions) that are present in every social occurrence. According to Crawford & Lamb (1981), patriotism also encompasses domestic industrial goods (Crawford & Lamb, 1981). Furthermore, as discussed by Sharma et al. (1995), patriotism is considered as the love for one's country and is found to be significantly and positively related to ethnocentrism. Their notion was taken from earlier beliefs regarding ethnocentrism in general.

Along similar lines, Druckman (1994) also revealed that patriotic attitudes can be appreciated or developed with the help of society through its manipulation of the deep-rooted needs exhibited by these attitudes of belonging, security, and self-enhancement. Patriotism exhibits behaviors normally linked to nationalistic attitudes that are supported by conservative parties and the right wing. Patriotic individuals are more supported and are more inclined to consider their responsibility towards their country in terms of protection of the economy and appreciation of their local brands. Along the same lines, Jimenenz & Martın (2009) recommended a further opportunity for research with the inclusion of other marketing factors that affect trust and familiarity (i.e.,patriotism , cultural, price).

In conclusion, previous studies showed the results of patriotism's significant and positive direct and indirect relationship with purchase intention, the actual purchase of a local brand. and on the contrary, a significant negative relationship with the actual purchase of a foreign brand (Granzin et al. 1998;Madeleine et al. 1997;Han (1988) ; Vida & Reardon (2008) ; Dmitrovic et al., (2009); Vida et al., 2008;Rawwas et al., (1996). In this study, the posture is to emphasize the importance of buying local brands in Yemen; hence, the essence of patriotism.

Table 2.5

Summary of Patriotism and Purchase Intention and Purchase Behavior of Local Brands

Name of Authors	**Country**	**Finding**
Granzin et al. (1998)	U.S.A	Sign (positive)
Madeleine et al. 1997	U.S.A	Sign (positive)
Han (1988)	U.S.A	Sign (positive)
Mahesh &Shankarmahesh (2006)	U.S.A	Review results from past study sign (positive)
Vida & Reardon, 2008	Slovenia (Bosnia and Herzegovina)	Sign (positive)
Dmitrovic et al. 2009	West Balkans	Sign (positive)
Vida et al. 2008	Eastern European: Slovenia	Sign (positive)
Rawwas et al. 1996	Austria	Sign (positive)

2.5.4. Price and Actual Purchase

As discussed by Story & Jeff (2006), price is one of the most important and sensitive variables to influence the purchase behavior. Price is one of the factors that assist in making choices or decisions towards purchase behavior. The impact of price and purchase behavior depends on the choice of the decisions, but other factors can also be influence, such as testimonials, price insensitivity, and willingness of brand to be the favorite. Price is that factor that makes the customer loyal to the brand, and it can

influence an individual's purchase behavior again and again. Satisfaction alone cannot be forecasted by the price factors, but in order to satisfy consumers, the consumer price is one of the important factors that influence consumer satisfaction. Customers in personal relationships, with low functional connections, would be willing to pay higher prices, and they have low price sensitivity.

The price of brands at the time of purchasing forms a phenomenon of interest that acts to prefer a specific brand (low price), or reject (high price). Importantly, consumers usually constitute a reference price, and make a decision after comparing the price on offer with the reference price. Consumers who are loyal to a brand, and consumers who are not at all, do not react in the same way. The techniques of sales promotions have an effect on consumer's brand selection of local or imported brands. Before making a decision, consumers take into account whether or not a promotion exists that helps to decide which brand to purchase when two brands are equally attractive (Alvarez & Casielles 2005). A similar study conducted by Jimenez & Martın (2007) in Spain suggested the future study of factors that influence consumer purchase intention toward Yemeni local brands such as price, is vital and the price has a significant impact on consumer behavior.

Furthermore, smaller brands, on the lookout for added sales and marketplace, can use price as a tool against competitive foreign brands. A previous study (Juan et al., 2009) found that price has a positive relationship with the consumer's intention to actual purchase, and increases in the price promotion affect consumer intention to actual purchase. Based on Jimenez &Martın (2009), further opportunity for research through the inclusion of other marketing factors that affect trust and familiarity of the local brand (i.e.,patriotism, cultural, price) is present. Finally, some past studies

found that price/cost and actual purchase have a significant negative relationship (Sunil & Palaparthy, 2008 ; Granzin et al., 1998).

Table 2.6
Summary of Price and Actual Purchase Behavior

Name of Authors	**Country**	**Finding**
Sunil & Palaparthy, 2008	India	Sign (negative)
Granzin et al. 1998	USA	Sign (negative)

2.5. 5.Advertisement and Actual Purchase

According to Kotler and Armstrong (2009), advertising can directly influence the purchase behavior decision; it does this by creating awareness, providing brand information, and helping consumers determine the worth and quality of the brand, thus helping them to decide on the best purchase option.

A study conducted by Jimenenz & Martın. (2009) in Spain investigated the purchase of foreign brands, the role of a firm`s country of origin reputation, consumer ethnocentrism, animosity, and trust, and recommended that future research include other factors that influence consumer purchase intention and actual purchase of local brands such as advertising.Whereas, a study in the U.S.A by Han (1988) suggested future studies of television advertisements aimed at arousing consumers' patriotic emotions that might be successful in producing behavioral responses in support of the local brand. Specifically, effective advertisements should perhaps emphasize consumer patriotism obligation to purchasing local brands, and evoke their fears about the decline of the U.S. industry and the loss of domestic progress. However, the findings suggest that advertisements aimed at arousing consumers' guilt about not purchasing the U.S. brands may not be effective. In addition, the findings suggest

that patriotism advertisements should be targeted to older, white, female, and blue-collar consumers.

Based on the study conducted by Moon & Jain (2002), there are significant interrelationships between consumers' behavior, consumers` psychological behavior and advertisements and emotional and cognitive reaction, local brand attitude, intention behavior toward advertisements and actual purchase. Various studies regarding consumers' psychological processing, as well as consumers' behavior to advertisements, reveal the interlinking of emotional and cognitive responses, attitudes toward advertisements, brand attitudes, and purchase intentions (Burke & Edell, 1989; MacKenzie, Lutz, & Belch, 1986; Park & Young, 1986). This is especially true with variables that exhibit an attitude towards the ad, add credibility, ad perceptions, attitude toward the advertiser, mood, etc.

Studies have expounded on the measurement of the reaction to an advertisement and brand attitude through the use of Fishbein and Ajzen's expectancy value model (1975), which reveals significant factors of consumer reactions (Batra & Ray, 1986). In addition, studies have also revealed the basic antecedents and consequences of attitudes toward advertisements through the dual mediation model (Brown & Stayman, 1992; MacKenzie & Lutz, 1989).

Advertising campaigns normally work by applying the standardization approach called adaptation continuum, or in other words, by campaigning for a specific local market in an effective way. Advocates for this standardization theory believe that firms' standardized themes have often resulted in a standard local brand image being seen globally (Jain, 1989; Kanso, 1992; Levitt, 1983). On the other hand, these advocates believe that international advertisements mostly fail because

they usually overlook the importance of local culture (Mueller et al., 2002; Synodinos, Keown, & Jacobs 1989).

Moreover, based on recommendations byJimenez & Martın (2009), further opportunities for research can be done with the inclusion of other marketing factors such as advertisement. In a previous study, advertisement has a significant positive relationship with actual purchase (Morven et al., 2007).

Table 2.7
Summary of Advertisement and Actual Purchase

Name of Authors	**Country**	**Finding**
Morven et al. 2007	UK	Sign (positive)
Brown & Stayman, 1992 MacKenzie & Lutz, 1989		Sign (positive)
Jain, 1989; Kanso, 1992; Levitt, 1983	N/A	Sign (positive)
Mueller, et al.2002; Synodinos, Keown, & Jacobs, 1989).	N/A	Sign (positive)

2.5.6. Quality and Actual Purchase Behavior

Based on Marie et al, (2009), quality is shown as one of the most important antecedents to influence purchase behavior (cited in Ebner et al., 2002). However, past studies found that quality has a positive relationship with purchase behavior (Batra et al. 2000; Gary & Knight, 1999; In the USA, Morven et al, 2007; Vida & Reardon, 2008; Slovenia; Sunil & Palaparthy, 2008). Furthermore, numerous researchers (Dash et al., 1976; Lumpkin et al., 1985; Bell et al., 1998; and Tang et al., 2001) have found the importance of perceived quality, price-conscious, pre-purchase information, perceived utility, positioning, and advertisement in influencing the actual purchase of the consumers.

In addition, quality is one of the most significant ingredients in making a decision for the purchase behavior of consumers. The brand base is differentiated based on quality and price. When they find that there is an equal balance between the price and quality their intention to purchase increases (Gregory et, al., 1994). Further elaboration can be made by saying that they are inclined to buy local brands when price, technical features, and brand name are familiar to them, and if they feel that the brand is superior or, at least, not significantly inferior to an imported brand. On the other hand, in instances where the local brands are believed to be of inferior quality as compared to the imported brand, consumers are normally inclined to buy the latter.

Therefore, this exhibits a significant relationship between perceived brand quality and purchase intentions thatprimarily depend on structured purchase scenarios (Gregory et al., 1994). Moreover, based on recommendations byJimenez & Martın(2009), there exist further opportunities for research through the inclusion of other marketing factors that affect trust and familiarity (i.e.,patriotism, cultural similarity, value, price). In addition, future studies should analyze other instruments for gaining trust (e.g.,warranties, quality, and national brand associations).

Table 2.8
Summary of Quality and Actual Purchase Behavior

Name of Authors	**Country**	**Finding**
Batra et al. 2000	India	Sign (positive)
Gary & Knight, 1999	U.S.A	Sign (positive)
Morven et al. 2007	UK	Sign (positive)
Vida & Reardon, 2008	Eastern European: Slovenia	Sign (positive)
Sunil & Palaparthy, 2008	India	Sign (positive)

2.5.7. Subjective Norm: Family, Cultural and Purchase Behavior

According to Margaret and Thompson (2000), subjective norms refer to "the person's perception that most people who are important to him think he should or should not perform the behavior in question" (Fishbein & Ajzen 1975, p. 302). It is related to intention, because people often act based on their perception of what others think they should do.This is evidenced by a study conducted by Putit and Arnott (2007) in a past subjective model that revealed that norms do affect the purchase behavior of local brands. This is further explained by the fact that beliefs of what is acceptable to the peer group plays a strong part in influencing the individual; forcing the individual to comply to the dictates or the inclination of the group.

2.5.6.1. Family and Purchase Behavior

A customer's purchase behavior is also influenced by social factors, such as the groups to which the customer belongs, and social status. In a group, several individuals may interact to influence the purchase decision. The typical roles in such a group decision can be summarized as follows: Initiator-the person who first suggests or thinks of the idea of buying a particular brand or service, Influencer**:** A person whose view or advice influences the buying decision, Decider: The individual with the power and/or financial authority to make the ultimate choice regarding which brand to buy; Buyer-The person who concludes the transaction, and finally, the User - the person who actually uses the brand or service. Moreover, the family unit is usually considered to be the most important "purchasing" organization in society. It has been researched extensively. Marketers are particularly interested in

the roles and relative influence of the husband, wife, and children on the purchase of a large variety of brands and services.

Moreover, the more closely-knit the group is, the greater the influence of group norms. As clearly shown by Chiason & Lovato (2001), the family has an impact on local brand purchase, where Morris & Venkatesh (2000) revealed the intention of workers to adopt and their purchase behavior of local brand is impacted by subjective norms/family, and these are the norms of the individual's peer group, or in other words, their "local circle of influence". Taylor & Todd (1995) posited that the more tightly-knitted (collectivist) societies, family, friends and peer groups (in a consumer context), and work colleagues and the organizational culture (in a business context), the more influence in behavior is exhibited. This is especially true when it comes to immediate societal context (e.g.,nationality) as compared to global social norms.

In Yemen, this is particularly true within the family. The family is considered as a group of parents and siblings, and from parents an individual acquires their idea of religion, politics, and economics, and a sense of personal ambition, self-worth, and love, like any other culture, but this is particularly obvious in Arab culture;for example,in Yemeni culture, the family stresses the presence of respect and modesty in the relationships between individuals in the family (Rouibah, 2008).Looking at the fact from the point of view of a business culture, based on a study in Yemen conducted by Qaid (2008), different businesses differ between different countries, for example, in Yemen, companies only work part-time, and the author found the appearance of difficulties in industrial organizations, due to time constraints as the brand on capacity available is cut off. In addition, the author also revealed the weakness of care and proximity to the public and clients through the use of

organizational services; it is noted that the business organizations lack long-term plans to move closer to customers.

This is further compounded by the studies that show the high influence ofculture on consumer purchase intention; an intention that displays various perspectives in comparison to advanced countries. It has been proven that purchase intention tends to produce a perception that local brands have higher quality as compared to imported ones (Dickerson, 1982; Herche, 1992). The opposite can be observed in developing economies; consumers are more inclined to believe that local brands are not as good as imported brands (Agbonifoh & Elimimian, 1999; Batra et al. 2000; Wang & Chen, 2004). Accordingly, this study examines the impacts of Yemeni consumer purchase behavior and cultural sensitivity on brand, and subsequently, an intention to purchase local brands (Barrett, 2008).

2.5.6.2. Masculinity Aspect of Culture and Purchase Behavior

In masculine cultures, the dominant values are achievement and success, where performance and status is important to show success. In contrast, the dominant values in feminine cultures are caring for others and quality of life.

Feminine cultures have a person's orientation, where small is beautiful, and status is not very important. In masculine cultures there is substantial role differentiation between males and females, whereas in feminine cultures there is less role differentiation. (DeMooij & Hofstede, 2002). The cultural characteristic of masculinity refers to societies where gender roles are clearly divided. Men are expected to be assertive, tough, and focused on material success while women are expected to be "modest, tender, and concerned with the quality of life" (Hofstede, 1997). Hofstede (2001) also thinks that cultural masculinity is involved in explaining

internal versus external attribution. In masculine cultures, people tend to take both their problems and their competencies more seriously, as compared with ego-effacing norms in feminine cultures.

Based on a study by Wu & Liu (2007), future research is recommended to include other marketing factors that affect trust and familiarity of the local brand (i.e.,patriotism, cultural, value, price). Viewed from a narrower perspective, according to a U.S. study by Yoo & Donthu (2005), the masculine aspect of culture generally refers to the dominance of the male role pattern in which the author explains: "social gender roles are clearly distinct: men are supposed to be assertive, tough, and focused on material success while women are supposed to be more modest, tender, and concerned with the quality of life" (Hofstede 2001, p. 297). Countries displaying high masculine values of assertiveness generally differentiate gender roles, performance, ambition, and independence, whereas countries displaying high on the femininity value of nurture generally emphasize on fluid gender roles, quality of life, service, sympathy, and interdependence. Putting this notion in the context of Yemen, people are generally high on masculine values; therefore, they have a stronger motivation for achievement, live with high job stress, sacrifice private lives for work, and value tasks, money, and performance. Along the same line of study, Leung & Colleagues et al. (1990) reveal that in finding solutions to conflicts, people possessing feminine values are inclined to follow harmony-enhancing procedures (e.g., mediation and negotiation) in order to suppress conflict, while the opposite are inclined to be following confrontational techniques (e.g., threats and accusations) to solve conflicts.

This can be explained further in the light of purchase behavior; consumers who are high on feminine values tend to compromise for a peaceful coexistence

between imports and domestic brands, which leads to suppression of conflict (Leung, 1987). Additionally, they are more inclined to warm and nurturing environments, leading to generous market environments for imports. Furthermore, they display a more sympathetic outlook towards the imports; in other words, toward "the weak" as imports appear to be weaker in the face of unfavorable legal and economic environments of the host nation. Moreover, consumers displaying high feminine values are generally open to a two-sided communication that creates a balance between positive and negative opinions. These kinds of people would think before rushing into a conclusion, and based on this fact, they normally consider a campaign mirroring "purchase Yemen" in which strong promotions are usually used (Stores Magazine 2003).

On the other hand, people in Yemen displaying high masculine culture values are more inclined to listen to one-sided, mainly negative, poorly-balanced arguments concerning imports, while the opposite side are inclined to display greater acceptance of imports by looking into its positive aspects, such as increased competition, quality, variety, lower prices, and the freedom to buy brands from a global marketplace (Griswold 2003). According to several past studies in social factors/subjective norms, a positive relationship exists between subjective norm and purchase behavior (Granzin et al., 1998; Marie et al., 2009; Morven et al., 2007; Sunil & Palaparthy, 2008), while some reported a negative relation (Mokhlis et al., 2001).

Table 2.9
Summary of Subjective Norm /Social Factors: Family, Cultural and Purchase Behavior

Name of Authors	Country	Finding
Granzin et al. 1998	U.S.A	Sign (positive)
Marie et al. 2009	Kingdom of Belgium	Sign
Morven et al. 2007	UK	Sign (positive)
Mokhlis et al. 2001	Malaysia	Sign (negative)
Sunil & Palaparthy, 2008	India	Sign (positive)

2.5.7. Perceived Behavioral Control /Government Support and Purchase Behavior

According to Margaret & Thompson (2000), perceived behavioral control refers to the factors that may impede the performance of the behavior. This definition encompasses two components. The first component is self-efficacy, and is defined as an individual's self-confidence in his or her ability to perform a behavior (Bandura, 1977-1982). The second component is "facilitating conditions" and it reflects the availability of resources needed to engage in the behavior (Triandis, 1979).

Based on a study conducted in Spain by Antonia et al., (2009), countries can be competitive in the global market if the government policies facilitate the patronization of the local brand. In addition, public policies that encourage local brand development and innovation can enable companies to remain competitive and survive, both of which have direct implications for employment and a country's economic viability. According to a study in the U.S.A conducted by Gary & Knight (1999), national governments want to reduce import brands, by encouraging consumers to purchase the local brands. By studying the factors influencing consumer purchase behavior and actual behavior to purchase Yemeni brands, home brands succeed. "Consumers provide little consideration to the importance of a given

brand to the national manufacturing base", Gary & Knight (1999) suggest. Therefore, education programmers need to increase the awareness of consumers regarding the importance of key brands.

However, lack of cooperation between the government and the local and private sectors lead to low development of local industry to address the challenges, and address all the issues that hamper local brand development (Numan, 2008), both for existing projects or new ones and in this case, to contribute to improving quality and raising the slogan, "Made in Yemen". Access of local brands to global markets are needed to support the national brand by giving them confidence and by drafting laws that would accommodate all the changes and developments in the industry (Numan, 2008). Moreover, as suggested by Kaynak et al., (2000) through a study in Bangladesh, companies can get government supervision so that they can serve the needs of consumers in a better way. Moreover, perceived behavioral control has a positive relationship with purchase behavior as shown in various studies (Margaret & Thompson, 2000; Antonia et al., 2009; Marie et al., 2009; Morven et al., 2007).

Table 2. 10
Summary of Perceived Behavioral Control/Government Support and Purchase Behavior

	Country	**Finding**
Margaret &Thompson,2000	Singapore	Sign (positive)
Antonia et al. 2009	Spanish	Sign (Positive)
Kaynak et al. 2000	Bangladesh	Sign (positive)
Marie et al. 2009	Kingdom of Belgium	Sign (positive)
Morven et al. 2007	UK	Sign (positive)

2.5.8. Demographics and Actual Purchase

Demographic factors represent one of the main important factors that influence actual purchase of the Yemeni local brands. This can be defined in terms of age,

income, education level, and gender. This study investigated the impact of demographic factors on intention to purchase local brands in Yemen. Based on the study of Engel et al. (1990), it was revealed that demographic factors possess significant factors that are directed towards an individual. In other words, the brands being offered may have a significant impact on the consumer's decision to purchase. This has been contended by another study conducted by Raman (2003), which formed the notion that "higher income consumers are more time-constrained and less price-sensitive than the lower income consumers". However, the findings of some previous studies in demographic factors as an antecedent of actual purchase showed a positive relationship (Mokhlis et al., 2001), others showed a negative significant relationship (Shoham et al., 2003;Yoo & Donthu, 2005), while some others showed an insignificant relationship (Nazlida &Razli, 2004).

Table 2.11
Summary of Demographic and Actual Purchase Behavior

Name of Authors	**Country**	**Type of Demographic**	**Finding**
Mokhlis et al., 2001	Malaysia		Sig (positive)
Shoham et al., 2003	Israel	Income	Sig (negative)
Yoo &Donthu, 2005	U.S.A	Education	Sig (negative)
Nazlida & Razl., 2004	Malaysia	Age, Income, gender, education	Insignificant

2.5. 9. Ethnocentrism and Actual Purchase Behavior

Moreover, findings of previous studies in ethnocentrism as an antecedent of actual purchase are mixed; some showed positive relationships (Nazlda, 2004; Watson & Wright. 2000; Vida & Reardon, 2008; Dmitrovic et al., 2009; Madeleine et al., 1997; Vida et al., 2008; Granzin et al., 1998; Shoham et al., 2003), others showed negative relations (Mokhlis et al., 2001; Batra et al., 2000; Yoo & Donthu, 2005), while some others showed an insignificant relationship (Ranjbarian et al., 2010).

Table 2.12
Summary of Past Studies in Ethnocentrism as an Antecedent of Actual Purchase

Name	Country	Finding
Nazlda,(2004)	Malaysia	Sign (Positive)
Watson & Wright. (2000)	New Zealand	Sign (Positive)
Vida & Readon. 2008	Slovenia	Sign (Positive)
Dmitrovic et al. 2009	West Balkans	Sign (Positive)
Madelein et al. 1997	U.S.A	Sign (Positive)
Vida et al. 2008	Slovenia	Sign (Positive)
Granizn et al. 1998	U.S.A	Sign (Positive)
Mokhlis et al. 2001	Malaysia	Sign (negative)
Batra et al. 2000	India	Sign (Negative)
Ranjbarian et al. 2010	Iran	No sign
Shoham et al. 2003	Israel	Sign (positive)
Yoo &Donthu. 2005	U S A	Sign (Negative)

2.5.10. Brand Name and Actual Purchase

The brand name has a significant positive relationship with actual purchase in some studies (Juan et al., 2009; Sunil & Palaparthy, 2008) and an indirect significant positive relationship with actual purchase in another (Grewal et al., 1998).

Table 2.13
Summary Table of Brand and Actual Purchase Behavior

Name of Authors	Country	Finding
Sunil & Palaparthy, (2008)	India	Sign (positive)
(Grewal et al, (1998)	U.S.A	Sign (positive)
Juan et al., (2009)	Spain	Sign (positive)

2.5.11. Country or Origin and Actual Purchase

Country of origin has an insignificant relationship with actual purchase as revealed in one study (Ranjbarian et al., 2010) and a significant negative relationship was revealed in another (Uncles & Saurazas, 2000).

Table 2. 14
Summary of Country or Origin and Actual Purchase Behavior

Name of Authors	Country	Finding
Ranjbarian et al.(2010)	Iran	Insignificant
Uncles & Saurazas.(2000)	Arab/U.A.E.	Significant (negative)

2.5.12. Animosity and Actual Purchase

A study conducted by Nijseen & Douglas, (2004) in the Netherlands / Holland found a positive relationship between animosity and actual purchase.

Table 2.15
Summary of Animosity and Actual Purchase Behavior

Name of Authors	Country	Finding
Nijseen & Douglas, (2004)	Netherlands/Holland	Sign (positive)

2.5.13. World Mindedness and Actual Purchase

World mindedness has a significant positive relationship with the actual purchase of importbrand and the negativeone withthe actual purchase of a local brand (Rawwas et al, 1996).

Table 2.16
Summary of Worldmindedness and Actual Purchase

Name of Authors	Country	Finding
Rawwas et al., (1996)	Austria	Sign (negative) Sign (positive)

2.5.14. Ethical Obligation and Actual Purchase

Ethical obligation has a significant positive relationship with actual purchase (Morven etal. 2007).

Table 2.17
Summary of Ethical Obligations and Actual Purchase

Name of Authors	**Country**	**Finding**
Morven etal.(2007)	UK	Sign (positive)

2.5.15. Perceived Value and Evaluation and Actual Purchase

Perceived value and evaluation has a negative relationship with the actual purchase of foreignbrands (Nijssen&Douglas, 2004).

Table 2.18
Summary of Perceived Value, Evaluation and Actual Purchase

Name of Authors	**Country**	**Finding**
Nijssen & Douglas.(2004)	Netherlands (Holland)	Sign (negative)

2.5.16. Guarantees Warranty, After Sales Service, And Actual Purchase

Guarantee. warranty, and after sales service have a significant positive relation with actual purchase (Sunil & Palaparthy, 2008).

Table 2.19
Summary of Guarantees, Warranty, After Sales Service and Actual Purchase

Name of Authors	**Country**	**Finding**
Sunil & Palaparthy. (2008)	India	Sign (positive)

2.5.17. Trait Empathy, State Empathy, Shopping Support, Responsibility and Actual Purchase

Purchase trait empathy, state empathy, shopping support, responsibility and actual purchase have significant positive relations with actual purchase (Madeleine et al, 1997; Granzin et al, 1998).

Table 2.20
Summary of Trait Empathy, State Empathy, Shopping Support, Responsibility and Actual Purchase

Name of Authors	**Country**	**Finding**
Madeleine et al.(1997)	USA	Sign (positive)
Granzin et al.(1998)	USA	Sign (positive)

2.6. Antecedents of Purchase Intention

There are many factors that may influence purchase intention in general, and purchase intention of the local brands in particular. As a result, over the years many of the previous studies have been conducted by different authors and researchers, under different areas of purchase intention of brands and different countries, different cultural settings, with the aim to recognize, determine, and examine factors that influence purchase intention toward a local brand.

Among the predictor variables that have been examined and reported to have correlations with purchase intention are: attitude (Mahesh &Shankarmahesh, 2006;Morven etal., 2007; Farah & Newman, 2010; Bahaee et al., 2009;Bhuian, 1997; Chung & Pysarchik, 2000; Javalgi et al., 2005; Marie et al., 2009; Putit & Arnott, 2007; Huang et al., 2004), patriotism (Javalgi et al., 2005; Han, 1988; Rawwas et al., 1996; Mahesh & Shankarmahesh, 2006), trust (Jimenez & Martın, 2007; Lee & Lin, 2005), quality (Grewal et al., 1998; Batra et al., 2000; Kumar et al., 2009; Morven et al., 2007; Gary & Knight, 1999), price (Grewal et al., 1998; Nordin, 2009; Huang et al., 2004; Ahmed et al., 2004; Juan et al., 2009; Mahesh & Shankarmahesh, 2006), media\advertisement, social influence\subjective norms (Putit & Arnott, 2007; Mahesh & Shankarmahesh, 2006; Shaw & Shiu,2003; Marie et al., 2009; Deirdre et al., 2003;Javalgi et al., 2005; Farah & Newman, 2010), culture (Nguyen et al., 2008; Vida et al., 2008; Watson & Wright. 2000; Yoo

&Donthu, 2005; Javalgi et al., 2005; Mahesh & Shankarmahesh, 2006), perceived behavioral control (Putit & Arnott, 2007; Shaw& Shiu, 2003; Marie et al., 2009; Farah & Newman., 2010; Morven et al., 2007), government support (Margaret & Thompson, 2000), demographic factors (Ranjbarian et al., 2010; Shankarmahesh, 2006; Javalgi et al., 2005; Nguyen et al., 2008; Bahaee et al., 2009; Giineren & Öztüren, 2008 ; Wang & Chen, 2004; Ahmed et al., 2004).

In addition, other factors not related to the current study were found in the following studies: ethnocentrism (Wang & Chen, 2004; Mokhlis et al., 2001; Watson & Wright, 2000; Vida & Reardon, 2008; Giineren & Öztüren, 2008; Nguyen et al., 2008; Batra et al., 2000; Nijssen & Douglas, 2004; Javalgi et al., 2005; Mahesh & Shankarmahesh, 2006), brand judgment (Wang & Chen, 2004; Nguyen et al., 2008), country of origin (Ranjbarian et al., 2010; Watson & Wright. 2000; Giineren & Öztüren, 2008;Bhuian, 1997; Uncles & Saurazas, 2000;Ahmed et al., 2004) conspicuous consumption (Wang & Chen, 2004;Ranjbarian et al., 2010), animosity (Bahaee et al., 2009), conservatism and collectivism (Mahesh &Shankarmahesh, 2006;Javalgi et al., 2005), worldmindedness (Rawwas et al., 1996; Mahesh &Shankarmahesh, 2006), ethical obligation (Morven et al., 2007; Shaw& Shiu, 2003), need for uniqueness (Kumar et al., 2009), perceived value and evaluation (Kumar et al., 2009;Nijssen & Douglas, 2004; Pysarchik, 2000; Grewal et al., 1998), guarantee\warranty (Sunil &Palaparthy, 2008), and finally, brand importance and necessity (Bahaee et al., 2009).

2.6.1. Attitude and Purchase Intention

According toMargaret & Thompson (2000), attitude is the individual's positive or negative feelings regarding performing a particular behavior (Fishbein & Ajzen, 1975). The relation between attitude and behavioral intention lies in the fact that people normally form intentions while they are performing behaviors towards which they have positive feelings about. This relationship between attitude and behavior relationship is the basis of models such as: TRA, TAM and some related models presented by Triandis (1977) and Bagozzi (1991). In a study in the UK conducted by Morven et al., (2007), modelling variables used include: actual purchase behavior; purchase intention; attitudes: patriotism=(attitude1); trust=(attitude2); Quality (attitude 3), price=(attitude 4); advertisement (attitude 5); subjective norm/social factors - culture; family and perceived behavioral control/government support . In the study, it was revealed that quality and advertisement have a significant positive and a significant negative relation with purchase intention, respectively.

The result is contrary to the study in Lebanon conducted by Farah & Newman (2010),confirming that attitude has a significant and positive effect on purchase intention. Similarly, animosity was found in a study in Iran by Bahaee et al., (2009) as having a positive relationship with purchase intention (initial study of consumer animosity in Iran). In this innovative research design, the authors empirically showed that animosity had a negative impact on Iranian consumers' intention to purchase American brands. While another study in Saudi Arabia byBhuian (1997) found a significant, positive relationship between attitude and purchase intention toward foreign brands. In another study, conducted by Chung & Pysarchik (2000), findings indicated that there is a positive relationship between Korean consumers' attitudes toward a brand and their brand evaluation. Furthermore, there is a positive

relationship between their attitudes and their intention to buy either domestic or imported brands. Still in another study in the Kingdom of Belgium by Marie et al., (2009), the findings revealed that attitudinal antecedents of behavior significantly predict purchasing behavior, but they become insignificant when purchasing behavior is included in the model.

Table 2.21
Summary of Attitude and Intention

Name	Country	Area	Finding
Morven et al. (2007)	UK	Ethical purchasing behaviors and attitudes "Freedom Food" brand	Attitude-midi, quality sign positive safety sign negative
Farah & Newman (2010)	Arab Middle East/Lebanon	Exploring consumer boycott intelligence	Sign positive
Bahaee et al., (2009)	Iranian	Iranian consumer animosity and U.S. brands	Sign negative
Nakip (1995)	Saudi Arabia	Consumer attitudes toward foreign brands	Sign positive
Chung & Pysarchik (2000)	USA	A model of behavioral intention to buy domestic versus imported brands	Sign positive
Javalgi et al. (2005)	French	Intention to purchase imported brand	Sign positive
Marie et al., (2009)	Kingdom of Belgium	Compares the Relationship Quality and the Theory of Planned Behavior models.	Insignificant.

2.6.2. Trust and Purchase Intention

Various studies have revealed trust as the highly contributing variable for purchase behavior when it comes to local or foreign brands (Morgan & Hunt, 1994; Sirdeshmukh &Singh, 2002; Harris & Goode, 2004; Moorman et al., 1993; Anderson & Weitz, 1989). Trust is a factor that can't be created overnight and entirely depends on the relation between the two parties. Along the same lines, Ganesan (1994), Rousseau et al. (1998), and Anderson & Weitz (1989), stated that consumer trust relies on the willingness of the consumer to be emotionally tied, and belief is the variable found to have a role in increasing the level of trust. Nevertheless, consumer

trust depends on the firm's responsibility and the integrity of a particular brand. According to Moorman et al. (1993), trust is created through the consumer's reliance with a firm's integrity, level of cooperation, honesty, reliability, and competence.

Based on Jimenez & Martın's (2009) recommendation, a further opportunity for research is the inclusion of other marketing factors that affect trust and familiarity (i.e., patriotism, culture, price). Future studies should analyze other instruments for gaining trust (warranties, national brand associations). Trust is a personal factor that can also affect consumer purchase behavior. One of the important personal factors that influence the purchase behavior is personality. In addition, personality changes from time to time, from place to place, and from person to person. Therefore, it can greatly influence the purchase behavior of consumers.

Based on Sirdeshmukh &Singh (2002) and Kalwani & Narayandas (1995), in order to develop a rational exchange between two brands or two people, competitive advantage is needed as well as superior financial performance, and greater levels of customer satisfaction and loyalty. They further added that relational exchange is very important to motivate trust, and it is needed to have relationships with trustworthy and non-opportunistic partners. Moreover, as discussed by Ganesan (1994), Rousseau et al. (1998) and Anderson & Weitz (1989), consumer trust is a willingness to be defenseless, and to believe that the switch over the partner chosen (company) acted in the interests of the trustier (purchaser), and behave responsibly and with integrity.

In addition, trust as discussed by Jimenez & Martın. (2009) in several other studies, has been shown to play the most significant role in any relationship, because it is intertwined with building successful interlinked exchanges, generating

expectations of continued benefits, and decreasing consumer uncertainty (Crosby et al., 1990; Harris & Goode, 2004; Moorman, Deshpande, & Zaltman, 1993; Morgan & Hunt, 1994).

There are some problems in relationship marketing theory relating to the development of trust. The most important factor that trust relies on, is the country-or-origin of the firm; managers will require employing different types of incentives that can promote the perception of firm reliability in international markets. Trust happens when the consumer's willingness to be exposed is present, and if the consumers believe that the firm will act according to their best interests and will behave responsibly, as well as integrate as promised. Trust also involves the feelings of confidence in exchange for the firm's competence, reliability, as well as integrity (Moorman et al., 1993; Morgan & Hunt, 1994). An instance of lack of trust is when the firm's behavior irritates consumer perceptions even though their brands are reliable.

Yemeni consumers also have a willingness to be exposed, and in some cases the firms are more willing to take care of those consumers who trust their brand. It has been shown that along with patriotism, trust is also one of the important factors that can influence the buyer's purchase intention. Yemen is a growing and emerging market, and comparatively, it has new market economies. Without a well-established institution based on trust, firms should protect their core interest through other mechanisms, so consumers will trust them and establish international exchanges (Dahlstrom & Nygaad, 1995). As discussed by previous studies, symptoms of quality have more similarity and impact on the relationship with the variables in countries with a weak infrastructure (Steenkamp & Geyskens, 2006).

However, trust depends on many factors such as: communication strategies, patriotism, marketing factors, government support, communal value, opportunistic behavior, cultural likeness, goal parallel, satisfaction, jeopardy,brand and company attributes (Emons, 1988; Gruen, 1995; Hunt et al., 2006; Morgan & Hunt, 1994; Nelson, 1974; Rao, Qu, & Ruekert, 1999; Singh & Sirdeshmukh, 2000).

Furthermore, if imports are associated with local companies or foreign companies that have a bad reputation, or with developing countries as Yemen, consumers may distrust these companies and consider their brands as low-quality goods. In contrast, a well-established and trusted reputation positively affects consumers' attitude and intention to purchase for certain brands and increases the perceived reliability of the company, because it offers a protection that promises that obligations will be fulfilled (Hamzaoui & Merunka, 2006). However several past studies found that trust has a direct positive relationship with purchase intention (Yang & Farn, 2009), an indirect one (Lee & Lin, 2005), a negative and significant relationship (Wu & Liu., 2007) and an insignificant relationship (Wu & Liu, 2007).

Table 2.22
Summary of Trust and Intention

Name	**Country**	**Area**	**Finding**
Yang & Farn (2009)	Taiwan	Investigate an employee's tacit knowledge sharing and behavior within a Workgroup.	Sign positive
Jimenez &Martın (2007)	Spanish	The purchase of foreign brands: The role of firm's country-of-origin reputation, consumer ethnocentrism, animosity and trust	Sign negative
Wu & Liu (2007)	U.S.A	The effects of trust and enjoyment on intention to play online games	Insignificant
Lee & Lin (2005)	Taipei, Taiwan	Examine the relationship among e-service quality dimensions and overall service quality, customer satisfaction and purchase intentions.	Sign positive

2.6.3. Ethnocentrism and Purchase Intention

As for ethnocentrism as an antecedent variable, it has been examined and reported to have correlations with purchase intention, and the findings revealed: a positive relationship (Wang & Chen, 2004; Watson & Wright, 2000; Vida & Reardon, 2008;Giineren & Öztüren, 2008; Javalgi et al., 2005), and a negative relationship (Mokhlis et al., 2001; Batra et al., 2000; Nguyen et al., 2008; Nijssen & Douglas, 2004;Mahesh & Shankarmahesh, 2006).

Table 2. 23
Summary of Ethnocentrism as an antecedent of Purchase Intention

Name	**Country**	**Finding**
Wang & Chen (2004)	China	Sign Positive
Watson & Wright (2000)	New Zealand	Sign Positive
Vida & Readon (2008)	Slovenia	Sign Positive
Ebru & Ali (2008)	Turkish	Sign Positive
Javalgi et al. (2005)	France	Sign Positive
Nijssen&Douglas (2004)	Holland	Sign negative
Nguyen et al. (2008)	Vietnam	Sign negative
Mokhlis et al. (2001)	Malaysia	Sign negative
Batra et al. (2000)	India	Sign negative
Mahesh & Shankarmahesh (2006)	U.S.A	Sign negative

The main conclusions of this chapter, which is a survey of diverse opinions, shows that the antecedents of Actual Purchase Behavior vary in different countries (USA, India, etc.), and in varying income levels and government policies.

CHAPTER THREE
RESEARCH FRAMEWORK AND HYPOTHESIS DEVELOPMENT

3.1.Overview

The previous chapter discussed the literature review dealing with well-known theories and studies that have been conducted in developing the framework for this research. In this chapter, the basic concepts of designing a research model, operational definition of key variables, research model development and the hypothesized framework diagram are meticulously discussed. Finally, in this chapter the researcher also presents the study hypotheses development.

3.2.Basic Theoretical Concepts of Designing

According to Sekaran (2003), the basic theoretical concepts of designing a research, comprises a series of rational decision-making choices whereby the data collected answers the research questions. The research design depends on the nature of the study, which in turn depends on the stage towards which the study contributes knowledge regarding the research topic. Having this in mind, the researcher states the purpose of the current research, and finds out how the results of the analysis can be used. The research design lends a helping hand in choosing the most suitable strategy of answering the research questions posed. Moreover, the research design is a general plan of empirical research pinpointing collection and analysis of data for the purpose of testing the research design taken from the theory, or to develop a clear picture of the problems being studied (Saunders et al., 2000).

Regarding the types of research design, the researcher believes that it is important to distinguish them for complete comprehension of each one's requirements. According to Malhotra & Birks (2007), research design can be divided into exploratory, descriptive, or inferential design. Similarly, other researchers divide them into exploratory, descriptive, and explanatory (Saunders et al., 2000; Sekaran 2003).

Aaker & Day (1990) stated that the explanatory approach or hypothesis testing is an approach that can be used when it is required to show that one variable is changed by the value of another. Along similar lines, Sekaran (2003) also mentions that hypothesis testing normally expounds on the nature of relationship, and it explains the variance found in the dependent variable, and it distinguishes the differences among two or more factors in a certain situation. Therefore, the current research is following the explanatory type of research, which is also called hypothesis testing.

In addition, the quantitative type of research design has been found suitable for the current study. Primary data are collected through the use of structured questionnaire designs, as it is the most appropriate to use when applying Structural Equation Modeling (SEM) as the core method of analysis (Hair et al. 2010). The quantitative type of research searches for causes and facts from external opinions, or from a global perspective (Vidich & Lyman, 1994). Furthermore, this type of research, according to Saunders et al. (2000), is a research that deals with numerical data, or one that deals with the quantifying of data, and it is often formalized and well-structured, a character that is highly required in the present research. In sum, the present quantitative research attempts to measure the number of people purchasing

local brands, the percentage of people who are inclined to agree with a certain statement, and the level of customer satisfaction regarding the local brands in Yemen.

3.3. Operational Definitions of Key Variables

The operational definition is defined as the concept that makes the variable measurable, and is determined through observing the behavioral dimension and aspects of properties that are exhibited by the concept (Cavana et al., 2001). All the exogenous and endogenous variable definitions are listed below and in the following table (3.1).

Operational definition ofPatriotism

Patriotism is the value that one places in a certain group. It is the combination of being attached to one's country, having a sense of pride in it, an inclination to live in it, a readiness or willingness to sacrifice for it, and respect and loyalty towards it that affects people. In the research context, it is the natural type of love that a consumer has towards a brand. In other words, the consumer's inclination to buy locally-produced brands. (Barnes & Curlette, 1985; Curti, 1946 cited: Kent L. Granzin & Janeen E. Olsen, 1998). Sbimp & Sharma, 1987).

Operational definition ofTrust

Trust is the feeling of inclination towards depending on an exchange where the partner is one in whom one has confidence in.Moorma et al, (1993) cited in Ball & Coelho & Machas 20004).

Operational definition of Advertisement

The consumer's decision to purchase the brand often depends on the effectiveness of the marketing campaign.(Kotler & Armstrong, 2009, p. 114). (Burke & Edell, 1989; MacKenzie, Lutz, & Belch, 1986; Park & Young, 1986).

Operational definition of price

Price is considered as the factor that attracts customer loyalty and affects the customer's behavior over and over.Story & Jeff (2006)

Operational definition ofquality

Quality is defined as how the consumer judges the brand's overall excellence.Parasuraman et al. (1985), cited in Gounaris et al. (2003)

Operational definition of family

Family is often defined as a group comprising of parents and siblings. A person normally gets his religious, political, and economical orientation from his parents. In addition, he also obtains a sense of personal ambition, self worth, and even love.(Rouibah, 2008).

Operational definition of masculinity culture

This explains the distinct gender roles that are followed by most societies. Men are considered to be assertive, tough, and focused on obtaining material success while women are considered to be modest, tender, and concerned with the quality of life.(Hofstede 2001, p. 297).

Operational definition of government support

This explains the government's facilitation of the condition that translates into how available the resources are that are needed for the behavior to be carried out.(Triandis, 1979).

Operational definition ofpurchase intention

This depicts what consumers think about whether or not they will purchase or not purchase a local brand. In other words, it is the "individual`s readiness and willingness to purchase a certain brand or service"In addition, it can also be explained as how likely will the individual purchase the brand or the inclination of the individual to purchase a certain brand.(Ajzen & Fishbein, 1980; Phelps & Hoy, 1996; Belch & Belch, 2004).

Operational definition ofactual purchase

Actual purchase is linked to the real purchase of the local brand and purchase action extends the more general search-related efforts of shopping support. It comprises a set of specific purchase- and consumption-related activities; e.g., buying a domestic brand when a better quality foreign alternative is available. Influences on the purchase action from responsibility and state empathy are supported by the arguments for shopping support.Dmitrovic et al., 2009; Kotler & Armstrong (2009).

Table 3.1
Operational Definitionof Key Variables

Variables	Operational Definition	Source
Patriotism	Patriotism is the value that one places in a certain group. It is the combination of being attached to one's country, having a sense of pride in it, an inclination to live in it, a readiness or willingness to sacrifice for it, and respect and loyalty towards it that affects people. In the research context, it is the natural type of love that a consumer has towards a brand. In other words, the consumer's inclination to buy locally-produced brands.	(Barnes & Curlette, 1985; Curti, 1946 cited: Kent L. Granzin & Janeen E. Olsen, 1998). Sbimp& Sharma, 1987
Trust	Trust is the feeling of inclination towards depending on an exchange where the partner is one in whom one has confidence in.	Moorma et al, (1993) cited in Ball&Coelho & Machas 20004
Advertisement	The consumer's decision to purchase the brand often depends on the effectiveness of the marketing campaign. Customers' reaction to advertisements often shows the relationship of emotional and cognitive responses, attitudes towards the advertisement, and purchase intention towards the brand.	(Kotler & Armstrong, 2009, p. 114). (Burke & Edell, 1989; MacKenzie, Lutz, & Belch, 1986; Park & Young, 1986)
Price	Price is considered as the factor that attracts customer loyalty and affects the customer's behavior over and over.	Story & Jeff (2006)
Quality	Quality is defined as how the consumer judges the brand's overall excellence.	Parasuraman et al. (1985), cited in Gounaris et al. (2003)
Family	Family is often defined as a group comprising of parents and siblings. A person normally gets his religious, political, and economical orientation from his parents. In addition, he also obtains a sense of personal ambition, self worth, and even love.	(Rouibah, 2008).
Masculinity Culture	This explains the distinct gender roles that are followed by most societies. Men are considered to be assertive, tough, and focused on obtaining material success while women are considered to be modest, tender, and concerned with the quality of life.	(Hofstede 2001, p. 297).

Table 3.1. (Continued)

Government support	This explains the government's facilitation of the condition that translates into how available the resources are that are needed for the behavior to be carried out.	(Triandis, 1979)
Purchase intention	This depicts what consumers think about whether or not they will purchase or not purchase a local brand. In other words, it is the "individual`s readiness and willingness to purchase a certain brand or service" In addition, it can also be explained as how likely will the individual purchase the brand or the inclination of the individual to purchase a certain brand.	Ajzen & Fishbein (1980) (Phelps & Hoy, 1996; Belch & Belch, 2004)
Actual purchase	Actual purchase is linked to the real purchase of the local brand and purchase action extends the more general search-related efforts of shopping support. It comprises a set of specific purchase- and consumption-related activities; e.g.,buying a domestic brand when a better quality foreign alternative is available. Influences on the purchase action from responsibility and state empathy are supported by the arguments for shopping support.	Dmitrovic et al., 2009; Kotler & Armstrong (2009)

3.4. Research Model Development

The previous chapters have discussed the literature pertaining to well-known concepts and studies useful for developing the research model for this study. Figure 3.5 illustrates a model developed for this study showing the exogenous/independent variables (patriotism, trust, price, advertisement, quality, culture, family and government support), mediating (purchase intention), and endogenous dependent variable (actual purchase behavior toward a local brand). There are five direct antecedents of actual purchase behavior, which are purchase intention, patriotism, price, quality and government support. Purchase intention is expected to have a direct positive influence on actual purchase (Lee et al. 2010;Morven etal. 2007;Rawwas et al. 1996;Chung & Tan., 2004;Shih & Fang, 2004;Margaret &Thompson, 2000; Yoo & Donthu, 2005;Yang & Farn, 2009;Follows & Jobber, 2000); Patriotism is hypothesized to directly and positively predict actual purchase behavior (Vida & Reardon,2008), and indirectly (Granzin et al. 1998; Madeleine et al. 1997); price has a direct positive impact on actual purchase behavior (Granzin et al. 1998); quality has a direct positive impact on actual purchase behavior (Vida & Reardon, 2008; Morven et al. 2007; Sunil & Palaparthy, 2008); Government support is hypothesized to directly, positively predict actual purchase behavior (Marie et al. 2009;Morven et al. 2007).

The research model also hypothesizes eight antecedents of purchase intention as follows: patriotism, trust, advertisement, price, quality, culture, family, and government support. Thus, patriotism is hypothesized to be positively and directly related to purchase intention (Han, 1988) and positively indirect (Javalgi et al. 2005; Mahesh &Shankarmahesh, 2006). Trust is proposed to be positively directed to purchase intention (Wu & Liu, 2007; Yang & Farn, 2009;Wu & Liu,

2007),advertisement is proposed to have a positive direct relation to purchase intention (Chan & Cui, 2004 ; Sunil & Palaparthy, 2008), and an indirect relation (Morven et al. 2007; Kaynak et al. 2000; Ferdous & Towfique, 2008).

Price is predicted to positively affect purchase intention (Sunil & Palaparthy, 2008; Gary & Knight, 1999; Ahmed et al. 2004;Chan & Cui, 2004; Huang et al. 2004), quality is positively and directly related to purchase intention (Morven et al. 2007; Kumar et al. 2009; Gary & Knight (1999),and indirectly related (Kaynak et al. 2000;Chan & Cui, 2004;Rawwas et al. 1996); culture is hypothesized to be positively related to purchase intention (Yoo & Donte, 2005); family has a positive relation with purchase intention (Lee et al. 2010), and government support is proposed to be positively related to purchase intention (Margaret & Thompson, 2000). As for the mediating effects, the mediator in the research model is purchase intention as evidenced in some studies (Ajzen, 1991, 2002; Mittal & Kamakura, 2001; Marie et al. 2009).

Thus, purchase intention acts as a positive significant mediating variable between the relationships of patriotism and actual purchase behavior (Rawwas et al. 1996); price and actual purchase behavior (Granzin et al. 1998;Ahmed et al. 2004;Huang et al. 2004); quality and actual purchase behavior (Morven et al. 2007; Vida & Reardon, 2008;Ahmed et al. 2004; Rawwas et al. 1996), and perceived behavior control/government support and actual purchase behavior (Millar & Mark, 2003; Ferdous & Towfique, 2008). The research model is primarily based on the theory of planning behavior (TPB), which is the underpinning theory (See Figure 3.5). Patriotism, trust, and masculinity culture are included as new contributions to the model to improve the predictive value of actual purchase behavior.

3.5. Research Model

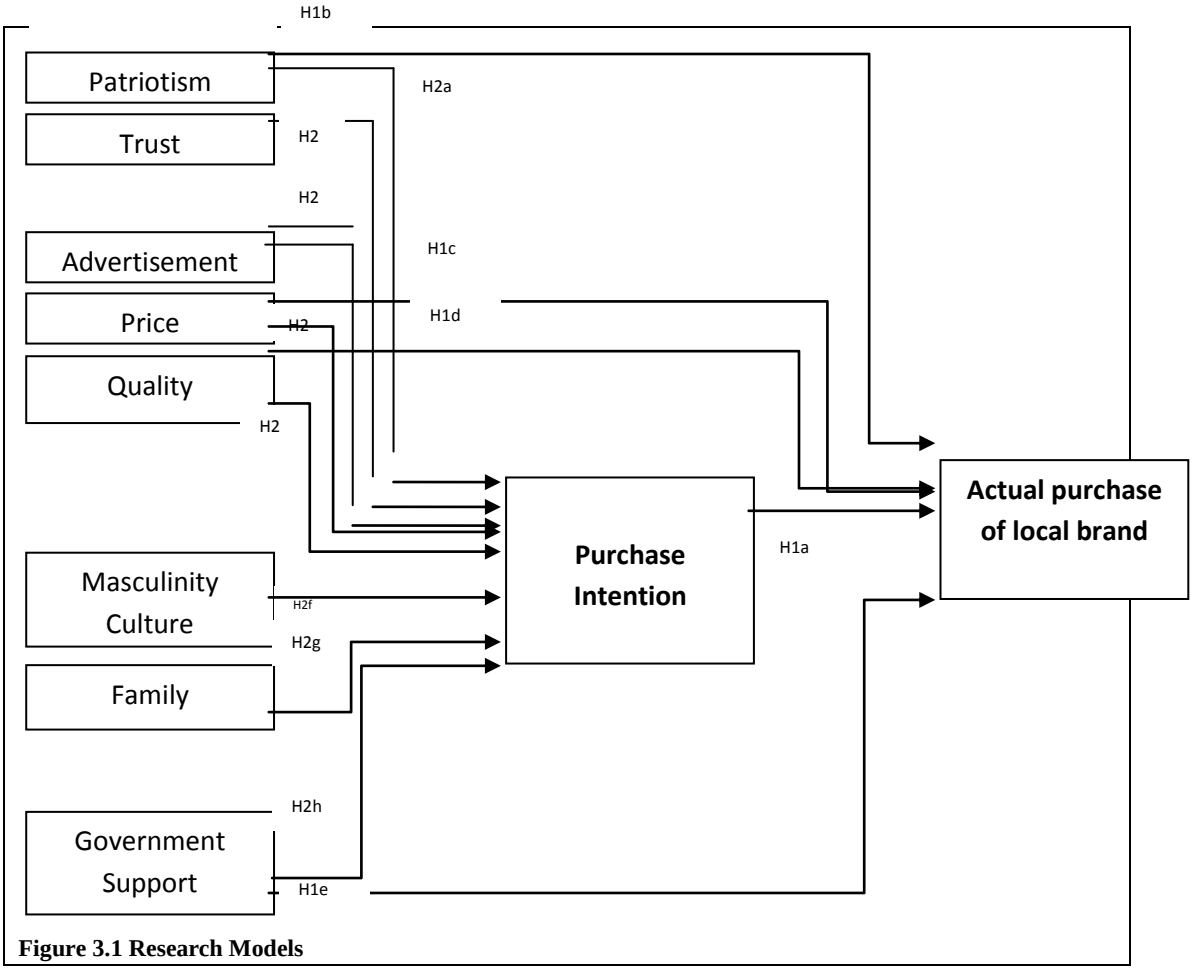


Figure 3.1 Research Models

Figure 3.1

Research Model

3.6. Research Hypotheses Development

The previous chapters have discussed the literature covering important concepts and studies useful for developing the framework for this study; a hypothesized research research framework offers a model of the relationships among the several factors that have been identified as vital to the problem. The paragraphs below discuss such

relationshipsbetween the constructs of the study, and focus on each individual relationship between the exogenous/independent variables and the endogenous/ dependent variables.

3.6.1. TheRelationship BetweenPurchase Intention and Actual Purchase H1a

Several prior studies dedicated to purchase intention as the antecedent of actual purchase revealed significant, positive relations (Klein et al., 1998; Marie et al., 2009; Rawwas et al., 1996; Yen-Hao & David, 2008; Morven et al., 2007; Shih & Fang, 2004; Kaynak et al., 2000; Margaret & Thompson, 2001; Yoo & Donthu, 2005).

Other studies revealed purchase intention to be a predictor of actual purchase of a local brand (Ajzen, 1991; Ajzen & Madden, 1986; Marie et al., 2009; Marcel et al., 2001; Klein et al. 1998). Klein et al. (1998) demonstrated the relationship through an animosity model of foreign brand purchase intention and the actual purchase of foreign brands in the context of China. The findings revealed a negative significant relationship of Chinese consumers' purchase intentions of foreign brands, and the actual purchase of Japanese foreign brands.

Similarly, attempts to examine the impact of patriotism on consumer evaluation of domestic and foreign brands came from Rawwas et al. (1996). The findings supported a positive significant relationship between purchase intention and actual purchase of domestic and foreign brands with emphasis on future research concerning nationalism/patriotism in varying markets.

Additionally, Hsiu & Gwa (2004) examined the impact of perceptions of senior managers on the inclinations for transfer of knowledge encouragement through the theory of planned behavior (TPB) (Ajzen, 1991). The theory has been successful in determining behaviors that have been invaluable in a generalized format explaining the behavioral intention and actual societal behavior (Chang, 1998; Fukukawa, 2002; Millar & Shevlin, 2003).

Moreover, the theory of planned behavior was empirically tested by Ryu et al. (2003) with factors impacting knowledge-sharing behaviors of professionals. The findings revealed that professional attitudes and subjective norms significantly impact individual intentions for knowledge-sharing. The results also showed a significant and positive relation between the senior executives' intentions and corporate sharing of knowledge. Based on the above discussion, the researcher postulated the following hypothesis:

H1a: Purchase intention is significantly and positively related to actual purchase behavior.

3. 6.2. Patriotism Relationship with Purchase Intention and Actual Purchase Behavior

Prior literature dedicated to patriotism supports its significant, direct and indirect relationship with purchase intention, and the actual purchase of local brands and the significant negative relation with the actual purchase of a foreign brand (Granzin et al., 1998;Madeleine et al., 1997;Han, 1988; Vida & Reardon, 2008; Dmitrovic et al., 2009;Vida et al., 2008;Rawwas et al., 1996).

In a related study, Balabanis et al. (2001) carried out a study in Turkey and the Czech Republic to examine the effect of nationalism/patriotism upon consumer ethnocentrism for local brand purchase. The findings revealed patriotism to be significantly and positively related to ethnocentrism for local brand purchase. The present research follows this philosophy and attempts to stress on the strong link between patriotism and purchase behavior.

In the U.S., Grazin et al. (1998) revealed patriotism to be the value that highlights the importance between group country members. It is considered as a sense of pride in one's country where one is inclined to sacrifice and be committed to his country's socioeconomic conditions (Curlette, 1985; Curti, 1946) and to provide support and defense against oppressing groups (Barnes & Curlette, 1985; and Feshbach, 1987).

Patriotism has shown how an individual values their belonging to a group of citizens in their own country (Turner, 1991). Along with exhibiting value, it also reveals the way the individual is inclined to loving of and supporting of the domestic economy against opposing groups (Barnes & Curlette, 1985). Moreover, it also shows the way an individual perceives himself as a valuable part of the domestic economy with pride, and his inclination to sacrifice when necessary to exhibit his level of loyalty.

In a related study, Han (1998) examined consumer patriotism in goods produced locally and in imported goods. The results showed patriotism to have a positive role in purchase intention and actual purchase of local brands, and in a cognitive attitude for imported brands and examined patriotism in terms of the preference for domestic against imported brands. The results showed patriotism to

play a significant positive role on purchase intention and the actual purchase of the local brand.

Additionally, justifying the present study is Balabanis et al. (2001) who called for further studies in examining patriotism and nationalism in several contexts. They expounded on the degree to which patriotism has a direct and indirect effect upon intention, and the actual purchase of local brands mentioned in mixed findings. This justifies the carrying out of the present study. Similarly, Sbimp & Sharma (1997) view patriotism as when a consumer buys a local brand, and disregards their inclination to buy importedbrands.

In other words, the purchased domesticbrand can be reinforced by public policy favoring locally-produced brands. They further explained the properties of strong feelings of the purchases. First, the negative reaction to a particular perspective. Second, it stems from the individual's concern for their country, and the probable negative impact that imports have on the country's citizens. Third, the property reveals that if imported items were purchased, challenges arise and home-made goods are overlooked. Fourth, patriotism indicates the effective demand for a good regardless of its price, the way one exhibits the developmental phase of actions and other considerations.

According to Crawford & Lamb (1981), patriotism solely encompasses home-made goods, which was also the contention made by Sharma et al. (1995), who stated that patriotism is considered as the love of one's country, and it is significantly and positively linked to ethnocentrism to local brands. This argument stems from the notion of recognition of an individual's love for their country.

People who are patriotic are always concerned about their contribution to their country and how they can improve its development. Therefore, based on the above discussion, the researcher postulates the following hypotheses:

H1b: Patriotism is significantly and positively related to actual purchase behavior.

H2a: Patriotism is significantly and positively related to purchase intention.

3. 6.3. Trust Relationship with Purchase Intention and Actual Purchase

Trust is not an automatic factor, but hinges upon the relation between two parties. Along a similar line of thinking, researchers (Ganesan, 1994; Rousseau et al.,1998; Anderson & Weitz, 1989) revealed that trust hinges on the inclination of the person to leave himself vulnerable to another person. However, customer trust relies on the firm's reliability and attributes that urge the customers to trust its brands. Based on astudy by Moorman et al.(1993), trust stems from the customers' satisfaction with the firm's reliability, public relations, and know-how. Moreover, various studies also revealed that trust plays a role in purchase behavior of local or foreign brands (Morgan & Hunt, 1994; Sirdeshmukh & Singh, 2002; Harris & Goode, 2004; Moorman et al., 1993; Anderson & Weitz, 1989).

Further studies to this end were recommended by Jimenez & Martın (2009) and they also urged the examination of other market-based factors. Future studies are urged to acknowledge other instruments for gaining trust (e.g.,warranties, national brand associations). A critical factor that has a personal impact is one's behavior that facilitates purchase of any item. Individual behaviors alter from one time to another, which may impact the present or future purchase behavior.

Other authors (Sirdeshmukh & Singh, 2002; and Kalwani & Narayandas, 1995) revealed that for the development of a rational exchange between two brands or individuals, competitive advantage along with a dynamic financial activity coupled with greater degrees of customer satisfaction and loyalty are needed. Trust must be developed to prevent opportunities of abuse of cooperation to crop up. According to Ganesan (1994), Rousseau et al. (1998), and Anderson & Weitz (1989), individual trust is the inclination to be vulnerable, and to be satisfied that the presence of a partnership between two people or institutions successfully works, and is reinforced by responsibility and mutual trust.

Moreover, Jimenez and Martın (2009) investigated various degrees of trust in studies and showed it to have a significant role in any relationship and that it is significant in building successful interactions leading to expectations of ongoing benefits and increasing customer trust (Crosby, et al., 1990; Harris & Goode, 2004; Moorman et al., 1993; Morgan & Hunt, 1994).

Various issues arise in relationship marketing theory, including the development of trust. Critical factors that trust depends on include, the firm's country of origin, stakeholders, and managers that call for the utilization of various incentives that promote the perceptions of the firm's reliability in global markets. For the development of trust, the inclination of the firm to expose its reliability to the consumers is essential for trust-building (Moorman et al., 1993; Morgan & Hunt, 1994).

The existence of a lack of trust stems from the firm's behaviors that lead customers to either trust or distrust their brands. Yemeni consumers are inclined to

be exposed to firms providing schemes to consumers of their brands. Patriotism also reveals that trust is a critical factor impacting the consumer's purchase intention.

Yemen is an increasingly growing and emerging market and is relatively new among the market economies. It has a well-established structure of institutional trust and hence, firms and industries may use it to develop policies to protect main interests of customers enabling them to establish international interactions (Dahlstrom, & Nygaad, 1995). This line of thinking was introduced in the prior studies, which reveal trust has an impact on the relationship among related variables in countries having a weak infrastructure (Steenkamp & Geyskens, 2006).

Nevertheless, trust also hinges on other factors, including communication strategies, patriotism, marketing factors, government support communal value, opportunistic behavior, cultural likeness, parallel goals, satisfaction, jeopardy,brand and company attributes (Emons, 1988; Gruen, 1995; Hunt et al., 2006; Morgan & Hunt, 1994; Nelson, 1974; Rao, Qu, & Ruekert, 1999; Singh & Sirdeshmukh, 2000).

In cases where local companies decide to import goods from abroad, but they have no good trading relations with developing countries, as in the case of Yemen, customers generally distrust them and view their goods as having low quality. On the other hand, a reputable company has a positive impact on consumer attitude and their purchase intention, which increases the perceived reliability of the company owing to the customers' trust (Hamzaoui & Merunka, 2006). Additionally, many studies revealed trust to directly and positively relate to purchase intention (Yang & Farn, 2009), indirectly relate to it (Gwo et al., 2005) significantly and negatively relate to it (Jimenenz & Martın, 2007), and insignificantly relate to it (Wu & Liu, 2007). Hence, the researcher postulates the following hypothesis:

H2b: Trust has a significant and positive influence upon purchase intention.

3.6.4. The Relationship with Price, Advertisement and Quality with Actual Purchase Behavior and Purchase Intention

Morven et al. (2007) reported that factors of attitude stem from price advertisement and quality, as they have a significant effect upon the customer purchasing behavior towards freedom food brand. In other words, price, advertisement and quality have a positive significant effect on purchase intention.

In a similar study, Shoham et al. (2003) revealed a significant positive relationship between general attitude and actual purchase in Israel. Also, Marie et al. (2009) also reported a significant positive relation between attitude and actual purchase in Belgium, while Shaw & Shiu (2003) demonstrated the same in the context of the U.K.

The linkage between attitude and behavior relationship is the core postulation behind the models including; TRA, TAM and other models presented by Triandis (1977) and Bagozzi (1991). According to the study by Morven et al. (2007), modelling variables utilized are; actual purchase behavior, purchase intention, attitudes, quality, price and advertisement. The study indicated that quality and advertisement significantly and positively relate to actual purchase, and significantly and negatively relate to purchase intention.

In Lebanon, on the other hand, Farah et al. (2009) reported that attitude significantly and positively impacts purchase intention. The authors showed that animosity negatively affects the Iranian consumers' intention to purchase brands

from the U.S. In the context of Saudi Arabia, Bhuian (1997) revealed a significant and positive relation between attitude and purchase intention towards foreign brands.

In a related study, Chung & Pysarchik (2000) found a positive relation between Korean customers' attitudes toward a brand and evaluation of the brand. They also revealed a positive relation between attitudes of consumers and their intention to purchase domestic brands. Also, in Belgium, Marie et al. (2009) reported that attitudinal antecedents of behavior are significant predictors of purchasing behavior, although they become insignificant once purchasing behavior is incorporated in the model.

On the other hand, a study by Story & Jeff (2006) concerned price, and they stated that price is one critical variable that impacts purchase behavior. It is among the main factors that assist in the determination of decisions towards purchase behavior. The impact of price and purchase behavior hinges on the selection of the decisions, although other factors may also impact the two factors including testimonials, price insensitivity, and willingness of brand or service to be the favorite. Price also determines customer loyalty to the brand and influences individual behavior every time. Sole happiness does not predict price factors, but for customers to be happy, price is among the core determinants of happiness.

For the determination of brand price, an individual making the purchase develops a phenomenon of interest that assists in making their preference for a particular brand (low price), or rejection (high price). It is imperative to note that consumers perceive a price that is a benchmark, and make their decisions following a comparison of the price offered with the benchmark price. This happens with loyal consumers and those who are indifferent to a certain brand. The tools employed in

sales promotions also impact consumer brand selection, whether local or import. In decision-taking, consumers bear promotions in mind, when they cannot decide what brand to buy between two brands that are equally attractive (Alvarez & Casielles 2005); in addition, smaller brands that require marketing may also use price as a mechanism to compete against imported brands.

Additionally, Juan et al. (2009) revealed that price significantly and positively relates to the consumer's intention to actual purchase, and maximizes the effects of price promotion on consumer intention to actual purchase. A similar contention was made by Zafar et al. (2004), who stated that price has a key role in consumer intention to purchase as the non-appearance of freight charges may lead to local manufacturers minimizing their brand prices that would otherwise lead to increased prices. Other studies (Palaparthy, 2008; and Granzin et al., 1998) of the same caliber showed that price and actual purchase have a significant negative relationship.

Moreover, firms can make use of advertisements to attract consumers to the local brand. According to the study conducted in the U.S. by Han (1988), advertisement aims at stimulating the demand of consumers' inclination towards local brands, and it is effective in instigating responses in support for locally-produced brands. The advertisement may be in useful in changing consumers' preferences for U.S. brands to local brands. However, the idea that the advertisement may be used to divert consumers' attraction to the U.S. brands was not effective; they are only effective with some societal groups.

Moon & Jain's (2002) study revealed a significant interrelationship among consumer behavior, consumers' vital decisions, and the dire need for advertisements

among emotional and cognitive reaction, local brand attitude, behavioral intention toward advertisement, and actual purchase.

Some other related studies regarding customers psychological thinking and behavior to advertisement revealed the interrelationship between the emotional and cognitive impact of advertisement, attitudes towards them, brand attitudes, and purchase intentions (Burke & Edell, 1989; MacKenzie, Lutz & Belch, 1986; and Park & Young, 1986). It is especially true for variables such as attitude towards advertisement, advertisement credibility, advertisement perceptions, mood, etc.

Several studies elaborated on the way reactions to advertisements and brand attitudes can be measured through the use of Fishbein and Ajzen's expectancy value model (1975), which revealed significant factors concerning consumer reactions (Batra & Ray, 1986). Main antecedents showed the outcome of attitudes stemming from advertisement with the help of a two-way mediation model (Brown & Stayman, 1992; MacKenzie & Lutz, 1989).

Generally speaking, media campaigns or advertisements work by measuring the acceptance method, known as the adaptation continuum, in which campaigns are floated for a particular local market effectively. Researchers advocating for this standardization theory believe that companies that standardized themes have often led to a standard local brand image on a global scale (Jain, 1989; Kanso, 1992; and Levitt, 1983). On the other hand, other authors (Mueller et al., 2002; and Synodinos, Keown & Jacobs, 1989) contended that advertisements having wide coverage almost always fail owing to their overlooking of the significance of local cultures.

Similarly, Kotler & Armstrong (2009) and Chinen (2000) stated that media campaigns may directly impact purchase decisions, and this can be facilitated

through the provision of brand information and assisting consumers' decision-making on the most optimum purchase option. In other words, if the marketing campaign is effective, then consumers would buy the brand being advertised (Kotler & Armstrong, 2009, p. 114). The approach of advertising as a marketing factor was viewed by Jimenez & Martin (2009) as a ripe topic for further research.

Prior studies concerning advertisement revealed it as having a significant and positive relation with actual purchase (Morven et al., 2007). Additionally, Marie et al. (2009) stated that quality is among the most important antecedents of purchase behavior (Ebner et al., 2002) and it has a significant and positive relation with purchase behavior (Batra et al., 2000; Gary & Knight, 1999; Morven et al., 2007; Vida & Reardon, 2008; Sunil & Palaparthy, 2008).

Moreover, several researchers (Dash et al., 1976; Lumpkin et al., 1985; Bell et al., 1998; and Tang et al., 2001) revealed a significant relationship between price, quality, and advertisement, and purchase behavior. They also revealed the significance of perceived quality, price pre-purchase information, and advertisement in impacting the consumers' actual purchase.

Quality is known to be among the most significant elements that assists consumers in their decision-making. The consumer decides to make a final decision when he/she perceives an equal balance between price and quality; in which case, the intention to purchase is increased (Gregory et al., 1994).

Hence, it can be stated that consumers are more inclined to purchase local brands in cases where they are familiar with price, technical features, and brand name, and if they feel that the brand is of superior quality or of equal quality with the imported brands. On the other hand, when consumers find local brands to be of

inferior quality to the imported ones, they generally prefer to purchase the latter. This implies a significant relationship between perceived brand quality, and purchase intentions, which hinges on the structures of purchase situations (Gregory et al., 1994).

Also, further opportunities for research have been brought to light by Jimenez & Martin (2009) in terms of the inclusion of other marketing factors impacting local brands (for instance, quality, advertisement, and price). In light of the above discussion, the researcher postulates the following hypotheses:

H1c: Price has a significant and positive influence on actual purchase behavior.

H2d: Price is significantly and positively related to purchase intention.

H2c: Advertisement is significantly and positively related to top purchase intention.

H1d: Quality has a significant and positive influence on actual purchase behavior.

H2e: Quality is significantly and positively related to purchase intention.

3.6.5. Subjective Norm: The Relationship between Family and Masculinity Cultureand Purchase Behavior and Intention

According to Margaret & Thompson (2000), subjective norms can be defined as, "the person's perception that most people who are important to him/her think he/she should not perform the behavior under question" (Fishbein & Ajzen, 1975, p. 302). This is linked to intention, as it is perceived that people often behave based on how others think they should. Based on the study by Putit & Arnott (2007), studies using previous models of subjective norm, and equating it to social environment, revealed that norms impact purchase behavior of local brands. It is also revealed that beliefs regarding the standards and accepted levels of peer groups are important and it

impacts the individuals to a degree that it forces the individual to act or behave according to the group's expectations.

The family is an institution that is viewed to be the most critical purchasing unit in society, based on several studies. Firms and industries are concerned with the actions that impact the husband, wife, and children in the direct purchasing of items on a daily basis.

In light of the family, a customer's purchase behavior is viewed through the environment, as it is the deciding factors in gauging the level of changes in society; in other words, by group thinking. The basic ones include the actions of the chief or leader. The leaders' words weigh heavily on individual's decisions, and instigate or influence individual decision-making.

Moreover, a close-knit group has a greater influence on the group actions or reactions. According to the study by Chiason & Lovato (2001), family affects local brand purchase, while Morris & Venkatesh (2000) revealed that purchase intention of workers in choosing a format of purchase behavior of local brands are influenced by subjective norms or their families; these are the norms of the family or the local circle of influence.

The more tight-knit the members of the groups are, the more they will impact the behavior; a contention consistent with Taylor & Todd (1995), who emphasized on work colleagues and organizational culture. This is particularly true in the context of the immediate society as opposed to global social norms.

In the context of Yemen, this is more so within families or clans. The family is viewed as a group of parents and siblings, and the individual acquires his religious, political, and economical outlook, personal ambition, self-worth and love from his

parents as is common in the Arab culture. Yemen is characterized by a culture of masculinity where family emphasizes on respect and modesty among members of the family (Rouibah, 2008).

Viewed from the standpoint of business culture and taking the instance of a study in Yemen by Qaid (2008), business varies from country to country – in Yemen, companies only work part-time. The researchers showed the existence of organizational issues resulting from this, and the low brand capacity of Yemen is owed to this. The author also highlighted the importance of customer relations and revealed that business organizations in Yemen lack an effective forecasting strategy to attract customers to buy their brands. These issues are attributed by the researcher to the impact of masculinity culture upon the customers' purchase intention, where compromise is revealed to have smoothed the way in developed countries.

Also, in developed countries, purchase intention tends to facilitate the perception that localbrands are of higher quality compared to imported brands (Dickerson, 1982; and Herche, 1992). However, in the developing countries, consumers prefer imported brands to local ones owing to perceived quality (Agbonifoh & Elimimian, 1999; Batra et al., 2000; and Wang & Chen, 2004).

In line with Barrett's (2008) study, the present research aims at examining the impact of Yemeni consumer purchase behavior and masculinity culture upon local brand purchase and the intention to purchase local brands. In a narrower point of view, Yoo & Donthu (2005) examined the issue of masculinity culture, and stated that it is the dominance of the male role pattern in which, "social gender roles are clearly distinct: Men are supposed to be assertive, tough, and focused on material

success, and women are supposed to be modest, tender, and concerned with quality of life" (Hofstede, 2001, p. 297).

Countries that are characterized by a high masculinity culture differentiate between gender roles, performance, ambition, and independence, while those countries characterized by femininity culture stress on fluid gender roles, quality of life, service, sympathy, and interdependence. On the application of this viewpoint in the context of Yemen, Yemeni people generally exhibit masculinity values and hence, they possess a greater motivation for achievement, display high job stress, sacrifice private lives for work and value tasks, money and performance.

Along a similar line of argument, Leung et al. (1990) showed that in searching for resolutions to conflicts, people characterized as having femininity values tend to exhibit a harmony-improving method (mediation and negotiation), while those characterized as having masculinity values are more confrontational (threats and accusations).

With regards to the issues of purchase behavior, consumers possessing femininity values are inclined to compromise for a peaceful coexistence between imports and domestic brands, which suppresses the conflict (Leung, 1987). They also advocate a more peaceful method to decide on an existence in a peaceful environment where imports are viewed as an alternative to making purchase decisions. Customers exhibit a two-sided communication creating a balance between positive and negative emotions.

People having high masculinity values, on the other hand, tend to be more biased and only listen to one-sided argument regarding imports, as opposed to its counterpart where acceptance is exhibited towards imports by viewing its best

aspects, including increased competitive environment, quality, variety, lower prices, and individual freedom to purchase from a global market (Griswold, 2003). Several prior studies concerning social factors/subjective norms and purchase behavior showed the existence of a positive relationship between subjective norm and purchase behavior (Granzin et al., 1998; Marie et al., 2009; Morven et al., 2007; and Sunil & Palaparthy, 2008), while others showed a negative relationship (Mokhlis et al., 2001). The following hypotheses are reached by the researcher:

H2g: Family has a significant and positive influence on purchase intention.

H2f: The culture of masculinity has a significant and positive influence on purchase intention.

3.6.6. Perceived Behavioral Control: The Relationship between Government Support and Purchase Behavior and Intention

The definition ofperceived behavior comprises two elements; first, self-efficacy, which refers to the individual's self-confidence in his/her ability to perform a behavior (Bandura, 1977, 1982) and second, is the 'facilitating conditions' reflecting the availability of resources that are required to perform the behavior (Triandis, 1979). According to Margaret & Thompson (2001), perceived behavior control is the factor that may hinder the appearance of the behavior performance.

Based on a study in Spain by Antonia et al. (2009), economies may exhibit a competitive outcome in the global market in cases where government policies promote the local brand. Government policies facilitate the promotion of local brand development and dynamic innovation, which provides firms with an environment characterized as competitive for survival. Both elements can impact employment and economic progress viability. Gary & Knight (1999) stated that national governments

are desirous of reducing imported brands through their influence on consumer purchase behavior and actual behavior to purchase local brands. Knight suggests, "Consumers provide little consideration to the importance of a given brand to the national manufacturing base". Hence, education programmers should maximize consumers' awareness of the importance of brand.

However, in the context of Yemen, without the cooperation between the government and local and private sectors, low development of local industry will arise that will render them unable to tackle the challenges and the issues that are hindering local brand development (Numan, 2008) for existing projects as well as new ones, where both contribute to the improvement of quality and supporting the slogan "Made in Yemen". Local brands should have an access to global markets to support them and to boost through laws that would facilitate changes and developments in the industry (Numan, 2008). In addition, Kaynak et al. (2000) revealed how companies in Bangladesh receive government supervision for them to serve the consumers' needs in a superior manner. Several studies have established a positive relationship of perceived behavioral control and purchase behavior (e.g., Margaret & Thompson, 2001; Antonia et al., 2009; Marie et al., 2009; and Morven et al., 2007). On the basis of the above discussion, the following hypotheses are formulated:

H1e: Government support is significantly and positively related to actual behavior.

H2h: Government support has a significant and positive influence on purchase intention.

3.6.7. Purchase Intention as Mediator Between: (Patriotism, Price, Advertisement, Government Support) and Actual Purchase

Purchase intention has an intermediary role between attitude, subjective norm, perceived behavioral control, and actual behavior (Ajzen, 1991, 2002; Mittal & Kamakura, 2001) with partial mediation of the effect of perceived behavioral control (Ajzen, 1991). It is referred to as the intention to actual purchase in the purchase decision process. Behavioral intention arises in different forms, like the tendency to purchase a brand for the first time, or the commitment to purchase a current brand again. Purchase intention is the probability of a customer to intend to actually purchase an item (Sweeney & Soutar, 2001; and Toe & Young, 2003).

The study by Morven et al. (2007), which attempted to explore the ethical purchasing behavior and attitudes in light of the Royal Society for Prevention of Cruelty to Animals (RSPCA) and their brand-extension, "Freedom Food", viewed purchase intention as a mediator between actual purchase for freedom food and attitudes. The relevant attitudes include meat safety, farm animal welfare, quality assurances and media, subjective norm, and perceived behavioral control. Purchase intention was not empirically tested as a mediator, but the intentions were viewed as completely mediating relationship quality and the TPB constructs. Also, in the purchase incidence model, intentions completely mediate the effect of attitudinal antecedents upon behavior (Marie et al., 2009).

In a related study, Klein et al. (1998) made use of the Animosity Model of Foreign Brand Purchase in China to test the willingness to purchase as mediating between the brand purchase (dependent variable) and animosity, ethnocentrism, and brand quality (independent variables). The study, however, did not empirically test willingness to purchase as a mediator. In another related study, Rawwas et al. (1996)

made use of purchase intention as a mediator between quality, patriotism, culture, and actual purchase, but did not empirically test it. Based on the above, the hypotheses postulated are as follows:

19H3b: Purchase intention positively mediates the relationship between price and actual purchase behavior.

20H3c: Purchase intention positively mediates the relationship between quality and actual purchase behavior.

21H3d: Purchase intention positively mediates the relationship between government support and actual purchase behavior.

3.7. Hypothesis Summary

The hypotheses of this study are formulated based on the research framework in Figure 3.1. The postulated hypotheses are listed as follows:

H1a: Purchase intention is related significantly and positively to actual purchase behavior.

H1b: Patriotism is related significantly and positively to actual purchase behavior.

H1c: Price has a significant and positive influence upon actual purchase behavior.

H1d: Quality has a significant and positive influence on actual purchase behavior.

H1e: Government support is related significantly and positively to actual behavior.

H2a: Patriotism is related significantly and positively to purchase intention.

H2b: Trust has a significant and positive influence upon purchase intention.

H2c: Advertisement is related significantly and positively to top purchase intention.

H2d: Price is related significantly and positively to purchase intention.

H2e: Quality is related significantly and positively to purchase intention.

H2f: Masculinity culture is related significantly and positively to purchase intention

H2g: Family has a significant and positive influence to purchase intention.

H2h: Government support has a significant and positive influence on purchase intention

H3a: Purchase intention positively mediates the relationship between patriotism and actual purchase behavior.

H3b: Purchase intention positively mediates the relationship between price and actual purchase behavior.

H3c: Purchase intention positively mediates the relationship between quality and actual purchase behavior.

H3d: Purchase intention positively mediates the relationship between government support and actual purchase behavior.

3.8. Summary

This chapter proposed a theoretical framework (a research model) based on the theory of planned behavior (TPB), with a strong evidence for its basis. Seventeen research hypotheses were developed from the model; hypotheses were developed from previous studies with the goal of examining the relationship between purchase intention and actual purchase behavior, and the relationship between attitude (patriotism, trust, price, quality, advertisement) subjective norm (masculinity culture, family), perceived behavior control (government support and purchase intention) and the actual purchase of a local brand in Yemen. And finally, the present study also examined the purchase intention as a mediating effect between attitude (patriotism, trust, price, quality, advertisement), subjective norm (masculinity culture, family), perceived behavior control (government support), and actual purchase.

CHAPTER FOUR
RESEARCH METHODOLOGY

4.1. Overview

This chapter explains the research design adopted in the present study, the sampling methods, structured questionnaire, pilot study, data collection procedures, data analysis procedures, data screening, and data analysis procedures. The chapter also outlines Structural Equation Modeling (SEM), Confirmatory Factor Analysis (CFA), the justification for using SEM, SEM procedures, and Goodness of Fit Index (GOFI). Finally, the chapter concludes with the direct effect of the hypotheses.

4.2.EmpiricalResearch Design

This study uses quantitative methods (techniques). It is designed to enhance primary data collection to determine the directions (trends) of answers outlined in the research questions. This is alsoappropriate in assisting in drawing and achieving the research objectives. The idea for using quantitative techniques was made an integral part of research methods in the 20th century. This technique was instrumental in helping researchers discovering verifiable results and realities in research findings (Perry et al., 1999). Smith (1983) opines that quantitative research is associated with laid down procedures and accepted parameters.

On the other hand, qualitative research is linked to the constructivist approach, or doing research on its settings (in the environment where the object to research resides/is located), the naturalistic, the interpretative, humanism, and post-modern perspectives. In research mostly, it uses assumptions and abstractions from the real world to balance its findings with the empress as a proof of knowledge (Blackburn,

1994). Therefore, the philosophy of the research is vital in the process of investigation. To be able to explain the philosophy behind the existing research, it is important to highlight the foundations in key schools of thought in social science: positivist and paradigm. In this study, the positive paradigm was mainly taken to examine several aspects. First of all, in social science research, positivists claim to be objective, and with the presence of an applicable term. In relation to the current research, these trends and traits of positivist research are primary to the main objectives of this study. The researcher used some of the methods used by researchers in different countries that meet the requirements and conditions in Yemen.

Research is biased towards, and has the qualities of a positivist tradition, and is systematic with laid-down methodological processes (Koch & Harrington, 1998). This process takes into consideration particular values that explain the concept of rationality, the ability to predict, objectivity and control (Streubert et al., 1999). All these qualities are worthwhile and useful in the present study, because this study focuses on using tools that predict customer's behavior towards local brands. It is also set out to draw out hypotheses for testing, which is valuable in the criteria of quantitative techniques.

Also, large samples from several settings are required to generalize the results to all local brand customers. To achieve the desired goals and objectives, the level of objectivity and control are necessary in this research for various reasons. Firstly, to avoid prejudice by consumers of local brands relating to the topic of purchase of local brands, based on available opportunity. Secondly, provide numerical data, which can be analyzed statistically without the researcher's manipulations. And

lastly, is that the assessment criteria for all participants by using the same instrument and under the same conditions.

Various sources of literature on research (epistemology) must rely on empirical results, according to a study by Feldman (2004), who claims that this must be done in order to assist researchers in a thorough study. Yet the approach by the positivist researchers is the belief that the qualitative work does not produce the objectivity they desire (Guba & Linoln, 1994; Jardine, 1990), because it falls short of the quantitative standards. Many researchers that carried out studies are based on scientific studies on the actual purchase of the local brand by adopting the positivist approach as the most convenient to apply. Can & Reich (2007) outlined the importance of the fact that this approach offers the opportunity to source data, and use various tools to measure numerical data. Considering the aims of the study, a positivist approach is thought to be more suitable for the current study. Furthermore, a positivist approach would enable a detailed comparison of the results of this study with those of other studies. This would have been more difficult using the interpretative approach.

For this study, it seems that the positivist approach meets the study objectives that were implemented in Yemen. The quantitative paradigm is based on positivism, with an ontological position advocating the existence of only one truth (an objective reality), which is independent of human perceptions. From an epistemological perspective, the researcher (observer) and research object investigated are independent entities, in the sense that the researcher is able to study the phenomena without being influenced by it, or vice versa. Quantitative research employs empirical research under the belief that all phenomena can be reduced to empirical indicators that represent the truth.

The research techniques of quantitative research include randomization, highly-structured protocols, and administered surveys (oral or written) with a limited range of predetermined responses. Normally, the sample size collected for a quantitative research approach is larger than that used for a qualitative research.

Moreover, the quantitative approach has higher degrees of external validity, meaning that the results can be generalized, or extended to other situations (Saunders et al., 2000). The primary data collected through the quantitative approach using a structured questionnaire design would be most suitable and appropriate when SEM is used as the main method of analysis (Hair et al., 2010). Therefore, a quantitative research design is appropriate for this study.

4.2.1. Population

A research population comprises of a collection of data and information whose properties are to be analyzed in a given research (Hair et al., 2010; Cavana et al., 2001). The population could be defined as the complete collection of the subject of interest to be studied in a research (Cavana et al., 2001). A sample could be defined as part of the target population of interest to be studied; it can be statistically referred to as a sub-collection that is selected from a population of interest. Meanwhile, population sampling can be defined as the process through which any group of representative elements or individuals are selected from a given population for the primary purpose of statistical analysis. Importantly, the populations in this current study are public and private school employees in Yemen, and there are 50357 employees working in 1379primary and secondary schools (Ministry of Education Research in Yemen, 2008).

The total population of government employees is 516,176, and most of the government employees are in the education sector. The majority of them (191463, or 37%) are employees working in 15,290 Yemeni schools. Therefore, evidenced by the huge number of samples, in the provinces of three regions, North Yemen: Sana`a and Hodeida; South Yemen: Taiz, Aden and Hadramot; Mid-Yemen: Ibb, there are 50357 employees working in 1379 schools. This is considered a large number compared to the other parts in Yemen (Ministry of Education Research in Yemen, 2008). Therefore the main use of inferential data in this study is to use the information obtained from the selected sample of 50357 consumer employees working in 1379 primary and secondary schools to infer actual purchase behavior of local brand antecedents in Yemen, the mediating effect of purchase intention between independent variable: patriotism, trust, price, quality, adverstisement, masculinity culture, family, government support, and the dependent variable, actual purchase of local brand, and the utilization of the theory of planned behavior (Hair et al., 2010).

This is because both academics and practitioners have established that the common goal of conducting a survey research is to manually collect data that is representative of a population to be studied (Hau & Marsh, 2004; Van et al., 2002; Cavana et al., 2001; Bartlett et al., 2001; Krejcie & Morgan, 1970). As such, several researchers have used information that is gathered from different surveys to generalize the findings that are drawn from a population sample, specifically within the limit of a given random error (Bartlett et al., 2001; Cavana et al., 2001).

4.2.2. Sampling Frame

After the type of respondent was decided in the present study, it comprised Yemini employees (teachers and other staff) from all Yemeni public and private schools. Because of previous studies that used teachers and staff as their sample (Lee et al., 2010; Bahaee, 2009; Uncles & Saurazas, 2000; Jae-Eun and Pysarchik, 2000), teachers and staff in Yemeni schools are chosen becausethe education sector is the largest employer in the Yemen government; they are more educated, more influential in society, and they have stable incomes (Report of Ministry of Statistical Studies and Planning, 2007). The task of getting the number of primary and secondary schools in Yemen was based on statistics from Ministry of Education Research in Yemen (MER, 2008). These statistics indicate that Yemen has one thousand three hundred and seventy-nine primary and secondary schools (1,379), distributed across Yemen as shown in Table 4.1 (MER, 2008).

Table 4.1
Distribution of primary and secondary schools in Yemen

Name of region	**Name of city**	**Number of primary and secondary schools**	**Percentage of Schools**
North Yemen:	Sana`a	226	54%
	Hodeida	192	46%
Total		(418)	30%
South Yemen:	Taiz	578	94%
	Aden	18	3%
	Hadramot	16	3%
Total		(612)	45%
Mid-Yemen:	Ibb	349	25%
Total	6	1379	100%

Source: Ministry of Education Research in Yemen (2008)

To determine the number of employees in primary and secondary schools, data was taken from the database belonging to the Ministry of Education in Yemen, which indicated that the total primary and secondary school employees was around

fifty thousand three hundred and fifty-seven employees (50,357),divided between one thousand three hundred and seventy-nine primary and secondary schools (1,379) as shown in Table 4. 2.

Table 4. 2
Number of employees in primary and secondary schools in Yemen

Name of region	**Name of city**	**Number of employees in primary and secondary Schools**	**Percentage of employees**
North Yemen:	Sana`a	11384	63%
	Hodeida	+6797	37%
Total		18181	36%
South Yemen:	Taiz	20196	80%
	Aden	+497	8%
Total	Hadramot	+781	12%
		21474	43%
Mid-Yemen:	Ibb	10702	21%
Total			
Total	6	50357	100%

Source: Ministry of Education Research in Yemen (2008)

Furthermore, the number of primary and secondary schools and number of employees in each city (population of the sample) was divided into three main categories based on the geographic regions (North, South, and Middle) as shown in Table 4.3 below. This division is called stratified sampling, which is the most probable sampling design, since the stratification provides the researchers more information with a given sample size (Sekaran, 2003).

Table 4.3
Number of Schools and Employees in Each Region with Percentage

Region	**Number of primary and secondary Schools**	**Percentage of Schools**	**Number of employees in primary and secondary schools**	**Percentage of employees**
North (Sana`a and Hodeida)	418	30%	(18181) 11384 6797	(36%) 63% 37%
South (Taiz Aden Hadramot)	612	45%	(21474) 20196 497 781	(43%) 80% 8% 12%
Middle (Ibb)	349	25%	(10702)	(21%)
Total	1379	100%	50357	100%

Source: Ministry of Education Research in Yemen (2008)

Then, proportionate random sampling was applied to determine the number of primary and secondary schools and number of sample employees that entered into the sample scope for the present study (Table 4.4). The number of schools in the South region is the highest and the number of employees also scored the highest, 43% of the total employees in all primary and secondary schools. This is followed by the North region with 36%, and then lastly the Middle region with 21%.

Table 4.4

Proportions of The Sampling of Schools and The Percentage Sampling of Employees

Region	**Total number of primary and secondary schools**	**% Sample size of schools**	**Sample size of schools**	**Total Employment: region, city and school**	**Total Staff/employees in every school**	**% of Sample size of employees**	**Sample size of employees: city and school**	**Sample size of employees for every school**	**How to select sample employees from every school**
Total North Yemen:	(418)	30%	(15)	(18181)		36%	(276)		
Sana`a,	226	54%	8	11384/8=1423	1423	63%	174/8=22	22	1423/22=64th
Hodeida	192	46%	7	6797/7=971	971	37%	102/7=14	14	971/14=69th
Total South Yemen:	(612)	45%	(22)	(21474)		43%	(330)		
Taiz,	578	94%	18	20196/18=1122	1122	80%	264/18=14	14	1122/14=80th
Aden	18	3%	2	497/2=248	248	8%	26/2=13	13	248/13=19th
Hadramot	16	2%	2	781/2=390	390	12%	40 /2=20	20	390/20=19th
Total Mid-Yemen: Ibb	349	25%	13	(10702)/13=823	823	21%	(161)/13=12	12	823/12=68th
Total	1379	100%	50	50357		100%	764		

Source: Ministry of Education Research in Yemen (2008)

According to Table 4. 4, the probability sampling in the North region is fifteen (15) out of four hundred and eighteen schools (418), twenty-two (22) out of six hundred and twelve schools (612) for the South region, and thirteen (13) out of three hundred and forty-nine (349) for the Mid-region.

A systematic random sample was conducted in which 764 employes were selected as the sample size. Selection was as follows: all employees from every primary and secondary school were systematically identified. The three regions were sub-categorized into cities in the North region, comprising two cities; Sana`a included (22) employees from every school, where every 64^{th} employee was selected, and Hodeida included (14) employees from every school, where every 69^{th} employee was selected. The South region comprised three cities: Taiz included eighteen (18) employees from every school, where every 80^{th} employee was selected, Aden included (13) employees from every school, where every (19^{th}) employee was selected, and Hadramot included twenty (20) employees, where every 19^{th} employee was selected. The Middle region only comprised one city: Ibb included (12) employees from every school where every 68^{th} employee was selected, as shown in Table 4.4.

As shown above in Table 4.4, systematic random sampling was conducted by picking out the number of the schools from the list of schools of the Ministry of Education in Yemen (Ministry of Education Research in Yemen, 2008).

4.2.3. Sample Size

As mentioned earlier, according to the Ministry of Education Research in Yemen (2008) in Table 4.4 -proportions of the sampling of schools and the percentage

sampling of employees), there are around fifty thousand three hundred and fifty-seven (50357) employees in all primary and secondary schools, divided into three regions in Yemen. According to Sekaran (2003), if the total population is between 50,000-75,000, the sample size should be between 281-382 employees as shown in Table 4.5. Therefore, this study selected threehundred and eighty-two (382) employees as the sampling size (Sekaran, 2003; Krejcie & Morgan, 1970; Chehen, 1969).

Table 4.5
Determining Sample Size of Given Population according to the Rule of Thumb (Krecjie& Morgan, 1970)

N	**S**
20000	377
30000	379
40000	380
50000	381
75000	382
1000000 or more	384

N= population size, S= sample size Source: Sekaran (1992 & 2003. P, 278)

Based on the above discussion, three hundred and eighty-two (382) respondents were targeted to be technically acceptable, completed, and returned. However, the recorded response rate for the employees in past studies is between 40-60% (Lin & Sneed, 2007; Kosugi et al., 2007). Moreover, results that are derived from a large sample could be generalized to the whole population (Hair et al., 2006). In addition, the larger the sample size, the more flexibility is provided to the researcher in determining suitable responses (Sekaran, 2003). Based on this evidence, the researcher duplicated the sample size determined according to Table 4.4. Therefore, 764 = (382+382) respondents were used as the sample size.

Accordingly, (764) questionnaires were distributed in fifty (50) primary and secondary school employees in the three regions of Yemen. Before that, the determination of the probability sampling of employees for each school is needed. The probability sampling was calculated using the following formula: probability sampling of employees= *NP*NS/T* (*NP*=Number of employees in each region and cities; *NS*=Number of sample to be distributed; *T*= the total of the employees in all schools).

Table 4.6
The Probability Sampling of Employees for Each Region

Name of the Region Schools	**Number of Staff/employees**	**Percentage of Sample size**	**Probability Sample size of employees**
Total North Yemen:	(18181)	36%	(276)
Sana`a, Schools	11384	63%	174
Hodeida Schools	6797	37%	102
Total South Yemen:	(21474)	43%	(330)
Taiz Schools	20196	80%	264
Aden Schools	497	8%	26
Hadramot Schools	781	12%	40
Total Mid-Yemen:	10702	21%	(161)
Ibb Schools	??	??	??
Total	50357	100%	764

The number of questionnaires distributed for each region is displayed in Table 4.7. In the North region, 276 questionnaires were distributed in two cities: Sana`a schools and Hodeida schools. The number of employees in the Sana`a schools is around 11,384 employees, while Hodeida schools have 6797 employees, or 36% out of the number of employees in all regions, 176 questionnaires were therefore distributed in Sana`a schools and 102 questionnaires were distributed in Hodeida Schools.

For the South region, 330 questionnaires were distributed in three city schools: Taiz schools, Adenschools and Hadramot schools. The number of employees in Taiz schools is around 20,196 employees, Aden schools have 497 employees, and Hadramot schools have 781 employees, or 43% out of the total number employees in all regions, therefore 264 questionnaires were distributed in Taiz schools, while 26 questionnaires were distributed in Aden schools, and 40 questionnaires were distributed in Hadramot schools.

Finally, in the Middle region 161 questionnaires were distributed in one city school: Ibb Schools. The number of employees in Ibb Schools is around 10,702 employees, or 21% out of the total number of employees in all regions. Therefore, 161 questionnaires were distributed in the Middle region. Table 4.7 explains the number of questionnaires distributed to each region's schools.

Table 4.7
Number of Questionnaire for Each Region Schools

Name of the Region Schools	**Number of Staff/employees**	**% Percentage of Sample size**	**Number of respondents**	**Systematic random every sampling**
Total North Yemen:	(18181)	36%	(276)	
Sana`a, Schools	11384	63%	174	65^{th}
Hodeida Schools	6797	37%	102	46^{th}
Total South Yemen:	(21474)	43%	(330)	
Taiz Schools,	20196	80%	264	76^{th}
Aden Schools	497	8%	26	19^{th}
Hadramot Schools	781	12%	40	19^{th}
Total Mid-Yemen: Ibb Schools	10702	21%	161	26^{th}
Total	50357	100%	764	

4.3. Systematic Random Samples

For the purpose of easy generalizability, the present study has employed the systematic random sampling design. Systematic random sampling design is a method

of sampling where each member of the population gets an equal chance of being chosen from a target population utilizing a particular method like Excel as the sample selection basis (Hau & Marsh, 2004; Van et al., 2002; and Cavana et al., 2001).

According to Cavana et al. (2001), the main way to select members of a target sample population through systematic random sampling is to offer the total population equal chances of selection. The selection outcome is considered as the standard benchmark for the sample unit selected from the total population. In the present study, the total random group of 764 is chosen from a total population of 50, 357 employees from 50 schools in three Yemeni regions as presented in Table 4.7. For randomness, a list of each region's schools was provided by the Ministry of Education. The selection was such that every 64^{th} employee in the Sana'a schools was chosen, every 69^{th} in Hodeida schools, every 80^{th} in Taiz, every 19^{th} in Aden and Hadramot, and finally, every 68^{th} in Ibb.

4.4. Questionnaire Design

The questionnaire design is a very significant research phase as revealed from various studies, and has two major objectives. First, it offers a chance to gather information from the respondents and second, it helps in veering off from and minimizing potential measurement error through the logical question arrangement that is clear to the respondents (Clark, 1989).

Also, the questionnaire is described as a pre-formulated set of questions utilized for collection of data (Sekaran, 2003). For the present study, the original questionnaire comprises of eight pages divided into three – Part one comprises the cover letter wherein the title of the study is explained as well as the questionnaire and the

confidentiality statement, while Part two comprises factors influencing intention and actual purchase of a local brand in Yemen. Finally, Part three is divided into five questions relating to the respondents' general demographic profile measured by nominal and ordinal scales like gender, age, income, occupation, and education. While a question concerns the gender, another entails the measurement of age groups comprising four choices - 1. 20 years old or less, 2. 21 – 30 years old, 3.31 – 40 years old, 4. 41 years old and above.

Furthermore, there is one question to measure the income with three answers. These choices are; 1. Less than 30000 RY, 2. 30000-Less 60000RY, 3. 60000-Less 90000RY, and 4. 90000RY and over. One question requests the occupation of the respondent. The choices include; 1. Teachers, 2. Workers, 3. Headmaster and 4.Others). Finally, there is one question to measure respondents' education with four choices; 1. High school, 2. Bachelor degree, 3. Master degree, 4. Doctoral degree and 5. Others.

In addition, Part two of the questionnaire was designed to measure ten variables. These latent variables are (1) actual purchase behavior, (2) purchase intention, (3) patriotism, (4) trust, (5) advertisement, (6) price, (7) quality, (8) masculinity culture, (9) family, and (10) government support. The endogenous variables are from factors 1-2, while exogenous variables are from 3-10. Owing to the many antecedent variables of the present study, the questionnaire became lengthy, which may be problematic for the respondents. So to decrease complaints, poor response rate, and incomplete response, the researcher carefully chose the instruments. The instrument selection for the present study's questionnaire has its basis on several factors; first, high internal reliability in prior studies. Second, it has been previously utilized, particularly in relation to purchase intention (PI)

settings,and in various areas of practice. Thus, the instruments have been previously tested. Third, the measures are easilyadministered, with a sense that scale measurement as opposed to complex one is utilized. In addition, to guarantee a good rate of response, some steps were followed concerning the respondents. First, getting the managers of the schools' cooperation; second, reminding the respondents of the questionnaire's importance and; third, the appointment of twelve research assistants to distribute the questionnaires, and finally, the data was collected from the four schools over a 3-month duration.

4.4.1. Types of Questionnaire

The main objective behind a questionnaire is to gather information concerning particular variables on the basis of how people feel about the topic. The questions are open-ended, dichotomous, or close-ended. The present research employs close-ended questions for the limited answers in measuring the respondents' objective as well as subjective feelings regarding factors influencing intention and actual purchase of local brands in Yemen. As such, the researcher followed standardized, well-structured questions that are easily tackled by the respondents. Meticulous procedures were called for, are as expected responses are imperative to achieve a reliable statistical final outcome (Hair et al., 2006).

4.4.2.Questionnaire Language

To ensure content validity, items were adopted from previous studies concerning intention and actual purchase of local brands. The focus of the questionnaire is the language, and as most Yemenis speak and understand Arabic as opposed to English,a back-to-back procedure was utilized to translate the questionnaires. First, it was

translated from English to Arabic by two experts (See Appendix A/4.1). The first translation was translated again to English by expert scholars. According to Cooper & Schindler (2008), question transformation occurs when participants fail to process every word in the question, and hence may modify the question to suit their reference frame or to understand them. It is imperative to determine how participants modify unclear questions.

The final questionnaire was in the Arabic language for the convenience of respondents. The questions were short, simple, and concise (Kassim, 2001). While English is just used in Yemen in the business environment, questionnaires were available in both English and Arabic, and a simple preamble was provided to the respondents (See Appendix A/4.1).

4.5. Variable Measurement

Ten variables are measured in the survey, namely, patriotism, trust, advertising, price, quality, masculinity, culture, family, government support, actual purchase behavior, and purchase intention; variables that were adopted from prior studies were modified to suit the study's objectives. The summaries of the instruments used for the entire variables with their alpha coefficients are presented in Table 4.8. Nearly all these measurements have been utilized in purchase behavior of local brand tabulation of measurement. According to this standard, therefore, the measure of patriotism is chosen from those developed and adapted to test purchase behavior (Madeleine et al., 1997; Granzin et al. 1998 – 2 items and Rawwas et al. 1996 – 9 items) totaling 11 items. Trust is measured with those developed by Kaynak et al. (2000) (6-items) and Jimenez & Martın (2007) (2-items); a total of 8 items.

Advertisement was measured using tools developed by Ferdous & Towfique, (2008): 3-items, Kaynak et al. (2000): 1 item, Ng & Rahim (2005) and Pedersen & Nysveen (2004): 4-items; a total of 8 items. Price was based on the Granzin et al. (1998) study: 2 items, Ferdous & Towfique (2008): 4-items, and Sutrisno et al., (2010): 3-items; a total of 9 items. The measurement of quality was adopted from Ferdous & Towfique (2008): 5-items, and Kaynak et al., (2000): 2 items; a total of 6 items. Masculinity culture was adopted from Argyro Kanousi, (2005): 3 items, Jung et al., (2008): 1-item, and Yoo & Donthu (2005): 2-items; a total of 6 items. Family measurement was adopted from Shih & Fang. (2004) and Nor & Pearson (2008): 3-items and Marie et al., (2009): 4-items; a total of 8 items. Government support measurement was adopted by Kaynak et al., (2000): 3-items, Ferdous & Towfique (2008): 3-items and Tan & Teo (2000): 2-items, a total of 8 items, while purchase intention measurement was adopted from Nguyen et al. (2008): 3-items, Wu & Lo (2009): 2-items, Huang et al., (2004): 3-items; a total of 8 items. Finally, actual purchase behavior measurement was adopted from Dmitrovic et al. (2009); 2-items, Granzin et al. (1998); 2-items, Madeleine et al. (1997): 3-items, and from Vida & Reardon, (2008): 1-item; a total of 6 items. Table 4.8.

Table4.8

Summary Table of Item Measurement

Variables	N. Items	Sources	Setting	Alpha
Patriotism	11	Granzin et al. (1998) Rawwas et al. (1996)	Choice of domestic over foreign brands. Evaluation of domestic and foreign brands	0.95
Trust	8	Kaynak et al. (2000) Jimenez & Martın (2007)	Perceptions of imported brands in a homogenous less-developed country. The purchase of foreign brands:	0.79 0.89
Advertisement	8	Kaynak et al. (2000)	Perception of imported brands in a homogenous less-developed country	0.68
Price	8	Granzin et al. (1998) Sutrisno et al. (2010	Choice of Domestic over Foreign brands. Customer attitude toward 4P marketing mix important?	0.72
Quality	7	Sutrisno et al. (2010	Why is understanding customer attitude toward 4P marketing mix important?	0.77
Masculinity culture	6	Argyro Kanousi, (2005)	An empirical investigation of the role of culture on service recovery expectations	0.78
Family	7	Dmitrovic et al. (2009), Marie et al., (2009): 4	Purchase behavior in favor of domestic brands. Relationship Quality and the Theory of Planned Behavior models of behavioral intentions and purchase behavior	0.94
Government support	8	Kaynak et al.(2000):3 Ferdous& Towfique (2008) 3	Perceptions of imported brands. Consumer sentiment towards marketing in Bangladesh	0.85
Purchase intention	8	Nguyen et al.(2008)3: Schwa et al. (2009)2; Huang et al. (2004):3	Consumer ethnocentrism, cultural sensitivity, and intention to purchase local brands, evidence from Vietnam. Consumer attitude toward gray market goods	0.92
Actual purchase	6	Vida & Reardon (2008) Madeleine et al., (1997)	Domestic consumption Buy Domestic	0.90
	77			

Table 4.9
Summary of Statement of Item of Measurement

Variable Name	Statements	Source
Patriotism	Patriotism should be a primary aim of education so our children will believe our country is the best in the world.	(Madeleine et al. 1997;Granzin et al. 1998) (2)
	There should be very little trading or purchasing of goods from other countries unless out of necessity.	
	Imported goods that threaten the local industry should be banned.	Rawwas et al. (1996) (7)
	Patriotism and loyalty are the first and most important requirements of a good citizen.	
	Yemenis should not buy foreign brands because it hurts Yemeni business and employment.	
	I am willing to stop purchasing imported goods.	
	Yemeni consumers who purchase brands made in other countries are responsible for putting their fellow Yemenis out of work.	
	Only those brands that are unavailable in Yemen should be imported.	
	The Yemeni Government should protect domestic industries by creating trade barriers.	
	Yemenis should only accept imported goods from countries that accept our exports.	
	Yemenis should purchase local brands to keep Yemenis working.	
Trust	In general, local business firms usually accept responsibility for their brands and guarantees.	Kaynak et al. (2000)(6) Jimenez &Martın.
	Most local companies' complaint departments back up their brands and effectively handle consumer problems.	(2007)(2)
	Most claims made by local companies in advertising are believable.	
	When consumers have problems with local brands they have purchased; it is usually easy to get them corrected.	
	In general, local business can effectively improve itself without government pressure.	
	Most local manufacturers are more interested in making profits than in helping consumers.	
	I am confident that local firms will act in the best interests of the consumer.	
	I am convinced that country's local firms give detailed and truthful information.	
Advertisement	Most advertisements provide consumers with essential information for the local brand.	Ferdous & Towfique

	Most advertisements make false claims for local brands.	(2008) (3)
	Most advertising is intended to deceive rather than to inform consumers.	
Table 4.9. (Continued)	Advertising is good for consumer information.	
	The advertising suggests that I should purchase local brands regularly within the forthcoming month.	Kaynak et al. (2000)
	Advertising reports influence me to purchase a local brand regularly within the forthcoming month.	Ng & Rahim (2005) & Pedersen & Nysveen (2004) (4)
	I feel under pressure from advertisements to purchase local brand regularly within the forthcoming month.	
	I believe that advertisements consistently recommend to purchase local brands.	
Price	I give up too much if I only purchase Yemeni –made brand .	Granzin et al. (1998) (2)
	I would have to sacrifice style or quality if I only bought brands made in the Yemeni.	
	Most brands I purchase are overpriced.	
	Local businesses could charge lower prices and still be portable.	Ferdous & Towfique
	Most prices are reasonable considering the high cost of doing local business.	(2008) (4)
	Local brand price is competitive with others	Sutrisno et al. (2010)
	Local brand price is commensurate with its quality.	
	In general, I am satisfied with the prices I pay for local brands.	
	Local brand price is suitable for our purchasing power.	
Quality	The quality of most local brands I buy today is as good as can be expected.	Ferdous & Towfique
	Most local brands I buy wear out too quickly.	(2008) (4)
	Too many of the local brands I buy are defective in some way.	
	Companies making local brands I buy do not care enough about how well they perform.	
	In general, I am dissatisfied with the quality of most local brands available.	Kaynak et al. (2000) (2)
	Most local brands are safe when used correctly.	
	I am satisfied with most of the local brands I buy.	
Masculinity Culture	Local business should be more aggressive in growth.	Argyro Kanousi (2005)
	Money and material things are important for local business.	(4)
	Men are supposed to be assertive, ambitious, and tough.	Yoo & Donthu (2005) (2
	The dominant values in society are caring for others and preserving.	
	It is more important for men to have a professional career than it is for women.	

	Men usually solve problems with logical analysis; women usually solve problems with intuition.	
Family	I will purchase the local brand because my family purchases it.	Shih & Fang (2004) and Nor & Pearson (2008) (4)
Table 4.9.(Continued)		
	I will have to purchase local brand if my family has already been purchased it	
	My family who are important to me would think that purchasing a local brand is a wise idea.	
	My family who are important to me would think I should purchase the local brand.	
	My family considers it a good idea if I purchase the local brand at least once.	Marie et al. (2009) (4)
	My family members who influence my behavior will purchase the local brand at least once.	
	My family members who influence my behavior approve that I purchase local brand.	
Government Support	Yemen government must spend money on educating consumers of local brands.	Kaynak et al. (2000) (3)
	What is seen on the outside of the package is often not what you get on the inside.	
	In the interest of consumers, there should be more government control of local business practices.	
	The Yemen government should test competing brands of local brands and make the results of these tests available to consumers.	Ferdous & Towfique (2008) (3)
	The Yemen government should set minimum standards of quality for all local brands sold to consumers	Tan & Teo (2000)(2)
	The Yemen government should exercise more responsibility for regulating the advertising, sales and marketing activities of local manufacturers.	
	The Yemen government promotes the local brand for the consumer.	
	The Yemen government expects me to purchase local brands.	
Purchase Intention	In purchasing brands, I will not purchase an imported one. (Reverse).	Nguyen et al. (2008) (3)
	I will always purchase brands made in Yemen.	Wu & Lo (2009) (2)
	I will only purchase imported brands when local brands are not available.	Huang et al. (2004) (3)
	I will recommend friends to purchase local brands.	
	I will purchase local brands even at higher prices.	
	I would purchase the local brand.	
	I would consider purchasing a local brand.	
	There is a good probability that I would consider purchasing a local brand.	
Actual Purchase	I shop first at retail outlets that make a special effort to offer Yemen-made brands	Dmitrovic et al. (2009)
	I take the time to look at labels in order to knowingly purchase more Yemen-made brands.	Granzin et al. (1998)

	Mostly, I purchase Yemen-made brands.	Madeleine et al. (1997)
	I chose Yemen-made brands when a similar foreign item was available.	Vida & Reardon (2008)
	I have purchased Yemen-made brands when a better quality foreign item was available.	

Table 4.9 I purchase Yemen-made brand when a cheaper foreign item was available.

(Continued)

4.6. Questionnaire Scale/ Rating Scales for the Response

In this study, common rating scales measuring latent construct in social science are used (Churchill & Peter, 1984). The entire relevant constructs (independent and dependent variables) in the instrument are measured through a 7-point Likert-type scale, as used by researchers for collecting data (George, 2004; and Morgan & Hunt, 1994), with a degree of intensity provided for and expressed by consumer response. A direct response measure enables respondents' opinions (Luck & Rubin, 1987).

Several prior studies were made using a 5-point Likert scale; other past studies used a 7-point Likert scale that provides a more detailed feedback without exposing the respondents to undue cognitive burdens (Hair et al., 2010; Cavana et al., 2001; and Churchill & Peter, 1984). Hence, in the present study a 7-point Likert scale was used, as it is also commonly used in marketing research and tested time and again in marketing and social science fields (Garland, 1991; Morgan & Hunt, 1994; Luck & Rubin, 1987; Tan & Teo, 2000; and Shih & Fang, 2004). This study makes use of a 7-point Likert scale to measure the study variables with: 1 strongly disagree, 2 disagree, 3 somewhat disagree, 4 neutral, 5 agree somewhat, 6 agree, and finally, 7 strongly agree.

4.7. Questionnaire Pre-Test/Content Validity

For the determination of the effectiveness of the questionnaire, it is imperative to conduct a pretest prior to questionnaire employment to assist in highlighting the strengths and weaknesses regarding question format, wording, and order. Pre-tests are categorized into two, namely; participating pre-tests and undeclared pre-tests. The former makes the respondents aware that the pretest is a practice done prior to filling out the questionnaires. It entails an interview setting where respondents are requested to explain reactions to the form, wording and order of questions. This type is invaluable in helping in pinpointing whether the questionnaire is clearly understood.

On the other hand, when the latter undeclared pre-test is administered, the respondents are unaware that it is a pretest. The survey is employed as intended; this type provides room to check one's choices of analysis and the survey

standardization. Converse & Presser (1986) suggested that if researchers possess the resources to carry out one pretest, it is advisable to use the participation pretest over an undeclared one.

Moreover, for data collection efficiency, a pre-test involving five lecturers with PhD qualifications in Sana'a University, Aden University and Ibb University who were also marketing experts, and five academics from University Utara Malaysia, was conducted. Experts on the subject, including Cavana et al. (2001) and Krejcie & Morgan (1970), were unanimous on ten experts being enough for fine-tuning and verification of the content validity of a questionnaire. Based on this rule of thumb, the questionnaire for the present research was reviewed by each of the ten experts for adequacy of understanding, face validity, comprehensibility, and measurement reliability.

For academic research, respondents mainly concentrate on content validity, while marketing experts concentrate on face validity, owing to its relation to the industry practices. The two groups' primary concern is to help check the level to which an item presents the constructs proposed, and to determine if the questionnaire would obtain enough responses, and the formats of instructions are suitable and compatible with the itemized statements and chosen scale points.

The various methods investigating respondents' feedback showed that the proposed questionnaire should be framed in a suitable manner, and is easily understandable, and may be completed within the time frame of ten minutes. The marketing experts showed that the respondents were agreeable to the proposed seven-point Likert scale. In sum, the feedback provided by the experts has assisted the researcher in carrying out required modifications. More importantly, the

wordings of the questions for constructs were modified for clarification, and some questions were rearranged to enhance the flow and order of the questionnaire. The questionnaire was then sent back to the translator for the final corrections.

4.8. Pilot Study

To establish the measurement reliability, it is imperative prior to the actual data collection to conduct a pilot study for many reasons (Van Teijlingen, Rennie, Hundley & Graham, 2001); to develop and test the adequacy of the research instruments, to determine logistical problems that may appear during the data collection phase, to estimate the outcome variability for sample size, to verify whether the sampling frame and method of sampling are effective, and to help the researcher gather preliminary data. The researcher's efforts to ensure the accuracy of the results over five points included the distribution of the sample to respondents having similar characteristics to the target population of the study through systematic random sample, utilizing the students list from the Yemeni embassy/cultural attaché. The researcher distributed 150 questionnaire samples to Yemeni consumers studying in Malaysian Universities, namely, UUM, UPM, UM, UKM, UIA, UNITEN, MMU, and UITM. The researcher also developed a sufficient time frame for a trial analysis and the validation of the instrument in the form of a pilot study.

The main objective behind the pilot study is to test the research instrument's reliability, validity, and viability, and to gauge the time required to conduct the main study. The reliability test was conducted by testing every construct through the calculation of the pilot study data. According to Hair et al. (2010) and Byrne (2010), a main condition for the selection of past instruments is their individual internal

consistency by calculating the Cronbach's alpha reliability coefficients. Besides this, the results of the pilot study, the provided comments and suggestions are invaluable and important to enhancing the questions in the actual questionnaire. A detailed list of results for the reliability of all constructs, ranging from estimates between 0.624 and 0.877, is depicted in Table 3.10; the estimates were higher than the acceptable value of 0.60 (Hair et al., 2006). Following the pilot study, the attention of the researcher was brought towards the identification of probable issues with the questionnaire content and the actual time limit. Required corrections were employed prior to conducting the actual empirical survey. Appendix A/4.1 contains a detailed verification of the study questionnaire.

Table 4.10
Summary of Measure and Reliability of Cronbach's Alpha from Pilot Test and Past Studies

Naming of variables	**No of items**	**Pilot test Cronbach's alpha150 responses**	**Previous study Cronbach's alpha**
Patriotism	11	0.852	0.95
Trust	8	0.812	0.79
Advertising	8	0.761	0.68
Price	9	0.732	0.70
Quality	7	0.64	0.77
Masculinity Culture	6	0.682	0.78
Family	7	0.874	0.94
Government support	8	0.713	0.84
Purchase intention	8	0.879	0.92
Actual purchase of localbrand	6	0.778	0.89

4.9. Data Collection Procedures

The following step after the pilot study and the pre-test is the collection of data from the fifty schools in Yemen located in the country's three regions; North Yemen (Sana'a Schools and Hodeida Schools), South Yemen (Taiz Schools, Aden Schools, and Hadramot Schools), and Middle Yemen (Ibb Schools). The researcher, along

with 12 assistants, distributed and retrieved the questionnaires from the school's respondents within the appropriate time of three months, starting from 1st February to 1st July, 2011. The researcher expected problems and barriers to data collection. For one, the revolution in Yemen disturbed the school employees' regular attendance at work, and during the data collection, it was a frustrating, but inevitable, hindrance. Also, the data collection procedure was costly, as the cost of questionnaire distribution was high in terms of the high cost of printing questionnaires, and the long distance between the regions, in addition to the revolution going on at that time.

4.10. Overall Response Rate

A total of one thousand (1000) questionnaires were distributed to the respondents in the fifty schools in Yemen. The researcher managed to retrieve the questionnaires with the exception of two hundred and eighty-nine (289) questionnaires. Hence, only the remaining seven hundred and eleven (711) questionnaires were obtained. All the seven hundred and eleven questionnaires were manually tested, but forty-four of them were incomplete and were excluded. There were five hundred and thirty-seven questionnaires useful for the actual data analysis. Out of this number, 193 respondents hailed from the schools from North Yemen with a response rate of 36%, 231 were from the schools of South Yemen with a response rate of 43%, and 113 from the schools of Middle Yemen with a response rate of 21%. The overall response rate totaled 71% as depicted in Table 4.11; data obtained in athree-month duration. The acceptable response rate was calculated at N=537.

Table 4.11
Summary of Response Rates

Description	Total
The distributed questionnaire	1000
Unreturned questionnaires	289
Returned and entered questionnaires	711
Response rate	71%
Uncompleted and deleted questionnaires	44
Missing and replacements	20
Outliers and deleted questionnaires	130
After cleaning data for analyses	537

4.11. Data Analysis Procedure

The data analysis is a phase involving various activities, including data entry of responses, data screening, and selection of suitable data for the data analysis (Churchill & Lacobucci, 2004; and Sekaran, 2003). For the identification of data entry errors, data screening was conducted that encompassed testing of missing data, validity, descriptive data, and response bias. SPSS software version 16 was used to conduct some of the statistical tests. The final phase used the Structural Equation Modeling (SEM) program in AMOS 16.0 to analyze the data and to test the hypotheses.

4.11.1. Data Entry

The returned questionnaires were entered for analysis into SPSS and involved the steps of data editing and coding. Based on the study by Zikmund-William (2003), the aim behind data coding is systematic storage and identification. In the current study, data coding was conducted to make it convenient for data entry into SPSS. Data coding, on the other hand, was carried out by the appropriation of character symbols

(mostly numerical symbols) on the data. For appropriateness, the data was edited prior to entering into the software.

4.11.2. Data Screening

The data screening method requires screening, which ensures that no ambiguous data characteristics will negatively impact the results. Conducting the process requires many steps in which previous decisions impact the latter ones.

4.11.2.1. Missing Data

The most important phase in the data screening stage is the missing data test, which identifies missing data. Data is often incomplete, owing to the various phases involved in the completion of the questionnaire. Respondents often refuse to reply to personal questions such as their income and age among others. In addition, some respondents leave questions unanswered owing to their ignorance concerning the topic. Missing data as established in prior studies can be for this reason (Kline, 1998). Besides deleting them, the researcher may also replace them with the mean value in case the missing data is not over 5% of the total data required (Hair et al., 2010).

Therefore the procedure to do missing value is using the SPSS version 18, then go to window of Data view, Analyze ------->then Descriptive Statistics ------->Then Explore, then import all items in Dependent list then options-------> then Exclude cases pairwise -------> continue-------> then run ok

Then look at table of Case Processing Summary to check on cases missing after that check 44 response questionnaire that had more than 50% missing value

To replace for the data .Go to window of Data view transform -------> Replace Missing Values import items that have missing values to box of New Variables(s) ----------> Method choose Median of nearby points, was replaced for 20 respondents.

4.11.2.2. Outlier Detection

The detection of outliers is the step following the identification of missing data, and it is a vital step that limits incorrect data entries, as this could lead to outliers. Outliers may also stem from the fact that observations selected by respondents are more to the extreme in their combination of values throughout the variables (Hair et al., 2010). Outliers are often detected through an evaluation of the Mahalanobis distance; it is a type of evaluation that is a standardized form of Euclidean distance (D2). The scales are based on standard deviations, and it standardizes the data through adjustments of variable correlations (Hair et al., 2006). Mahalanobis analysis can be conducted through SPSS in regression,as well as from AMOS 6.

Outliers detection has its basis on whether D2 values are more than the chi square values (x2) of the number of items used. In the current research, 78 items were entered in SPSS 16.0, and any item having a D2 score higher than the chi-square value of 78 items (x2=122.36) was known to be a multivariate outlier (Hair et al., 2006).

4.11.2.3. Normality

Normality is defined as the shape of the data distribution for the individual metric value along its corresponding normal distribution (Hair et al., 2006). Non-normality of data may be determined in many ways. Hair et al. (2006) presented the detection of univariate normality through z-skewness and z-kurtosis. Skewness refers to the irregularity of distribution; for instance, a variable with its mean not located in the center of distribution, while kurtosis refers to the distribution peakedness. A normal distribution occurs when the value of skewness and kurtosis is zero (Tabachnick & Fidell, 2001). Skewness is verified through the comparison of the distribution to a normal distribution. If the distribution has a few large values and ends to the right then distribution is considered to be positively skewed.

However, when the distribution has few small values and ends to the left then it is considered to be negatively skewed. Based on the study by Hair et al. (2006), if the z-skewness of distribution lies external to the range of -1 and +1, then the distribution is said to be substantially skewed. On the other hand, z-kurtosis is the measure of the peakedness or flatness of distribution, and similar to skewness, is verified through its comparison with a normal distribution. A relatively peaked distribution is presented by a positive value while a flat one is presented by a negative value (Hair et al., 2006). Additionally, according to several researchers, data is distributed normally if the z-value (CR) skewness $< \pm 3.0$ and the Z-value kurtosis $< \pm 7.0$ (Chou & Bentler 1995; Hu, Bentler & Kano, 1992; Ghozali , Fuad & Seti, 2005).

4.11. 2.4. Assumptions Underlying SEM

Current statistical analyses depend on assumptions concerning the actual variable to use in data analysis. Researchers and statisticians confirm the need to meet these criteria for the research outcomes to be trustworthy (Leslie, 2010; Byrne, 2010; Hair et al., 2006), because a trustworthy outcome veers away from the appearance of Type 1 or Type 1 errors. Type 1 has a p-value of less than 0.05, and for the hypothesis to be significant, the p-value should be less than 0.05. For a Type 11 error, a p-value of more than 0.05 is used. The errors lead to the over- or under-estimation of the research significance. According to Hau & Marsh (2004), the knowledge and understanding of the above basic assumptions lead to the determination of a serious bias in the study findings. The basic assumptions are normality, linearity, and homescedasticity (Hair et al., 2010).

4.11.2.5. Linearity and homoscedasicity

It is important to test for linearity and homescedasticity as correlation also represents the linear relation between variables. Nonlinear impacts are generally not represented in the value of correlation (Hair et al., 2006). The relation of the presentation between two metric variables has a combined value of every possible observation in the two-dimensional groups through the scatter plot. Hence, the aim of a scatter plot is to present the linear dotted line. According to Ghozali et al. (2005), when the error term variance is constant in all the entire varieties of predictor variables, the collected data is referred to have homoscedasticity. In addition, there are concentrations attributed to the dependent variables showing equal variance in a transverse level. In the independent variables range, homescedasticity is presented by

a cloud of dots. On the other hand, non-homoscedasticity can be specifically described as a pattern having a funnel-shape that presents an increase in error in direct relation to an increase in the dependent variables.

4.11.2.6.Multicollinearity

Multicollinearity is the degree to which a variable can be described by other variables. It is imperative that the correlation values of the research are less than the value recommended by Hair et al. (2006) which is 0.80. If the correlation value is more, then it is said to have multicollinerity.

4.11.2.7. Response Bias Test

The response bias test analyzes whether the respondents' answers are based on their ideas or they were impacted through cognitive bias. To ensure that this does not occur, a T-test is carried out to investigate if there is a significant difference between early and late response (Pallant, 2001). In the present study, the T-test is used for this reason between the mean scores of the two groups of respondents.

4.11.3. Data Descriptive Statistics

The data descriptive statistics consist of an abstract description of the statistics of the main summary, and it is used to determine the characteristics of purchase intention and actual purchase of local brands in Yemen. The characteristics of respondents purchasing local brands is determined. In this test, raw data is transformed into new data to provide information concerning purchase of localbrands, and to explain a set of factors in an understandable and interpretable situation (Kassim, 2001; and

Sekaran, 2003). This analysis makes use of frequency distribution, mean, and standard deviation to determine differences among groups of variables to highlight the meaning of the entered data. The main descriptive statistics used for purchase of local brands are mean and standard deviation.

4.12. Reliability and Composite Reliability

There are two types of reliability conducted in the present study. The first is the Cronbach's alpha through SPSS 16.0. The reliability was confirmed to be above 0.60, an acceptable value according to Sekaran (2003) and Hair et al. (2006).

The second is the composite reliability (CR), because even though Cronbach's alpha is commonly utilized as a reliable indicator, it has been reported to underestimate (Bollen, 1989; Raykov, 1997a and 1997b; and Chin, 1998a). The issue stems from the underlying assumption for Cronbach's alpha that all measured items are equally weighted, or the path coefficients from the latent factor to the measured items are expected to be equal. If the value fails to meet the assumption, the Cronbach's alpha underestimates the reliability.

For alternate options, Werts et al. (1974) created the composite reliability to assess the reliability of a set of indicators. The CR relaxes the rationale behind the assessment of Cronbach's alpha and it is a nearer approximation under the assumption that the parameter estimates are accurate (Chin, 1998a) and has been since viewed as a superior measurement compared to Cronbach's alpha (Fornell & Larcker, 1981). The CR is calculated by almost all SEM software.

Based on Bagozzi & Yi (1991) and Holme-Smith (2001), the CR value should be over 0.60. The CR is the most commonly utilized index for the estimation

of reliability in SEM analysis. Fornell & Larcker (1981) utilized the following formula to calculate CR (Kearns& Lederer, 2003):

$$\text{Composite reliability} = \frac{(\Sigma \text{ Standardized loading (Li)})^2}{(\Sigma \text{ Standardized loading (Li)})^2 + \Sigma \varepsilon j}$$

where (Li) is the standardized factor loadings for each indicator, and (εj) is the error associated with the individual indicator variables.

4.13. Validity Test

This test is step ehere the research instrument measures the relevant constructs in the study. The research instrument used in the survey should be reliable, even if it is not valid although it cannot be valid if it is not reliable. Validity is the ability to describe the concept through measurement, while reliability presents the consistency of the measurement (Hair et al., 2006). There are two types of validity; content (face) and construct validity and in turn, construct validity has two sub-types; convergent and discriminate validity. These validities are defined in the following sections;

4.13.1. Content (Face) Validity

Content validity presents the level of connections between the chosen items to result in a summated scale and conceptual definition. It is linked to the subjective agreement by the professionals, stating that the scale's purpose is to reflect what it is expected to measure in a rational way. For the current study, the measurement scales chosen along with its items were examined by ten experts; five PhD lecturers with Sana'a University, Aden University and Ibb University who are also marketing

experts. Along with the above, five academics from UUM (Universiti Utara Malaysia) also had a hand in examining the scales. Modifications obtained from the feedback of the above experts were applied to the questionnaires. Some questions regarding the demographic profile and the number of questions were changed. Hence, it can be stated that content validity of the research is confirmed and backed by a comprehensive and extensive literature review.

4.13.2. Construct validity

This type of validity refers to the level to which a set of measured variables represents the theoretical latent construct that it has been originally designed to measure. It presents the effectiveness of the process to achieve results through the use of measure fit related to theories in which the test was initially created for (Malhotra & Grover 1998). It is important for the researcher to verify the construct validity of the research and link it to the theorized concept, and the situation is such that the more construct validity is used the more validity is constructed (Malhotra & Stanton, 2004). This type has two kinds of validity – convergent validity and discriminant validity.

4.13.3. Discriminate validity

The discriminant validity shows the level to which a measure is distinct from other measures that are not related to the measurement of a particular construct (Nunnally, 1970). Hence, low correlations among variables show the existence of discriminant validity. It can be calculated through the Average Variance Extracted (AVE) (Fornell & Larcker, 1981) for each construct, exceeding the squared correlation between a particular construct and any other (Bagozzi & Yi, 1991; Holme-Smith, 2001). For

small sizes, the estimate is often lower than 0.50, and reliabilities are acceptable (Hatcher, 1994, p. 331). The AVE is reached by using the following formula (Kearns & Lederer, 2003)

$$\text{Variance extracted} = \frac{\sum(\text{standardized SMC})}{\sum(\text{standardized SMC}) + \sum \varepsilon j^2}$$

where (Li) is the standardized SMC for each indicator and (εj) is the error associated with the individual indicator variables.

4.14. Structural Equation Modeling (SEM)

The structural equation modeling, or SEM, consists of a statistical model that examines the relationships between several latent constructs (Hair et al., 2010). The present study makes use of SEM as the main analysis method because of the presence of the mediator in the study. In addition, SEM may also lay down the paths in the final model (Revised Model). SEM is often used to analyze causal relationships between latent variables; relationships explaining the dynamism of variables (exogenous constructs) and their impacts on other variables (endogenous constructs).

SEM is commonly utilized in various fields and disciplines. The extant literature reveals that SEM is an effective second-generation multivariate method that is suitable for analyzing results that involve several variables and allows the assessment of measurement properties and theoretical relations with multiple relations at the same time, in the same analysis (Byrne, 2010; Hair et al., 2010; Hau & Marsh, 2004). SEM is both factor and path analysis for a simultaneous estimate of measure and lays down the relationships between several related constructs known as

latent variables (Bryne, 2010; Hair et al., 2010). Additionally, it has also become one of the criteria kept in consideration when selecting research methodologies, especially in the study concerning issues linked to the social and behavioral sciences. It comprises two main functions; the measurement, i.e., the things that require measurement, the measurement method, and how to meet the reliability and validity conditions, and casual relationships among variables and explanations underlying complex and unobserved variables (Hair et al., 2010).

4.15. Factors Analysis:

Exploratory Factor Analysis (EFA), and alternatively Confirmatory Factor Analysis (CFA)

4.15.1. Exploratory Factor Analysis (EFA)

As evident in several extant literatures, factor analysis is a statistical modeling approach developed and utilized by an English psychologist, Charles Spearman, while he was studying an unobservable hypothetically existing variable (Raykov & Marcoulides, 2006). Similar to path analysis, available literature has also showed that factor analysis has a relatively long history in the field of business research (Hair et al., 2010; and Hau & Marsh, 2004). Raykov & Marcoulides (2006) brought forward the individual ability scores that contain verbal or numerical abilities; general and specific factors were combined to result in the ability performance. This is later called the two-factor theory in human abilities. More importantly, as researchers increasingly became interested in the factor approach, the theory was extended to

encompass several factors and corresponding analytic methods, resulting in ‘factor analysis’.

Generally, factor analysis can be used as a modeling approach for studying hypothetical constructs through indicators or observable proxies that can be directly measured (Byrne, 2010; Hair et al., 2010; Raykov & Marcoulides, 2006). Factor analysis is referred to as Exploratory Factor Analysis (EFA) if the issue of interest regards the determination of the number of latent constructs or factors required to efficiently clarify the relationships existing among a set of observed measures (Hair et al., 2010; and Hu & Bentler, 1995). The confirmatory factor analysis, or CFA, is an alternative to EFA where the pre-existing structures of the relations existing among the measures are quantified and examined. However, unlike EFA, the main concern of CFA is not the examination and confirmation of available details of the assumed factor structures. Moreover, researchers should have an idea of the structure composition prior to confirming any specific factor structures.

4.15.2 Confirmatory Factor Analysis (CFA)

This analysis is a modeling approach that was created to examine any hypothesized relationship regarding a factor structure, and when the factor numbers and their interpretations, in light of indicators, are provided prior to the analysis. Hence, the present research follows the three recommended CFA phases; reviewing related theories, providing a conceptualization of the hypothesized relationships into a model, and finally, testing the model for internal and external consistency along with the observed explanatory data.

However, every construct validity should be examined in terms of convergent validity and discriminate validity for the validation of the measurement model

through CFA. Based on some studies (Hair et al., 2010; Newkirk & Lederer, 2006), a minimum value of 0.50 is predicted to be the standardized factor loading of the items consisting of constructs. Nevertheless, a factor loading of 0.30 is still considered acceptable with the number of respondents over 350 (Hair, 2006, p. 128). Additionally, the goodness of fit indices should be satisfactory in other methods (Anderson & Gerbing, 1992). The goodness of fit indices (absolute, incremental, and parsimonious) are Chi-square per degree of freedom ratio (x2/DF), Comparative Fit Index (CFI), Incremental Fit Index (IFI), Tucker-Lewis Index (TLI), Root Mean Square Error of Approximation (RMSEA), Adjusted Goodness of fit Index (AGFI), Normed Fit Index (NFI) and Goodness of Fit Index (GFI).

Individual constructs were examined through AMOS 16.0 to examine the measurement model for exogenous and endogenous variables. The constructs were further examined for the general adverse estimates, such as negative error variances and or insignificant error variances, standard coefficients over 1.0, and extremely large standard errors linked with any estimate coefficient, as stated by Hair et al. (2010). The CFA is known to be an effective tool, as it takes the modeling of interactions, nonlinearities, correlated independents, measurement errors, correlated error terms, multiple latent independents measured by multiple indicators into consideration, and it offers better coefficient estimates and variance analysis through the incorporation of the error variance in the study model. The choice of CFA use in the study stems from the need to examine the fit of the proposed measurement models with the surveyed data, and to verify the convergent validity of the data.

4.16. Justifications for UsingStructural Equation Modeling SEM

SEM is described as a statistical methodology using a confirmatory method to investigate a structural theory, bringing to attention the presence of a specific phenomenon. Generally, the theory comprises causal processes that make observations on multiple variables (Bentler, 1988). It serves the same purpose as multiple regressions but it has a more powerful analysis, and modeling of interactions is considered, as well as issues linked to non-linearity, correlated independents, measurement errors, correlated error terms, multiple latent independents (measured through multiple indicators), and latent dependents with multiple indicators. A confirmatory method to data analysis is called for as opposed to using exploratory factor analysis, which uses a multivariate procedure. Through the use of multivariate procedures, it is challenging to carry out hypothesis testing (Byrne, 2001).

For the examination of the complex nature of the interrelationships between several variables, SEM is suitable to be used for the following reasons; it enables the use of multiple indicators to measure constructs and to minimize measurement errors through multiple indicators for individual latent variable, and it is capable of evaluating causal relations between multiple constructs simultaneously (Joreskog & Sorbom, 1982).

SEM is also capable of gaining insights into the directions of the impact between research constructs, and of examining the way test variables impact each other and the level of impact (Judge & Ferris, 1993). It can provide a complete assessment of the proposed model fit, and examine individual propositions as opposed to coefficients, which is the scenario in multiple regression. Moreover, it is capable of modeling mediating variables (indirect effects) and features a unique

graphical modeling interface. Finally, SEM is capable of incorporating unobserved and observed variables in data analysis as opposed to making use of only observed measurements with multivariate procedures (Byrne, 2001). Therefore, SEM is suitable to be used to test various models of fit and to create an overall model that best reflects the data, and in turn develops the theory.

SEM is further sub-divided into sub-models; a measurement model and a structural model. The former determines relationships between the observed and unobserved variables while the latter defines relationships among the unobserved (latent) variables, through the specification of which latent variables influence directly or indirectly the changes in other latent variables present in the model (Byrne, 2001). In other words, the SEM procedure comprises two components; to validate the measurement model and to fit the structural model. The former is conducted through confirmatory factor analysis, while the latter is conducted through path analysis with latent variables. Through the specification of a model based on a theory, individual variables in the model may be conceptualized as latent or unobservable variables, measured by multiple indicators. Several indicators are created with at least two or three for every latent variable (after confirmatory factor analysis).

Moreover, on the basis of a great representative sample, and to verify the measurement model, common factor analysis or principal axis factoring is utilized to lay down the indicators that appear to measure the corresponding latent variables. Two or more alternative models are compared in light of their model fit, which gauges the degree to which the covariance predicted by the model is aligned with the observed data covariance. Furthermore, modification indices and other coefficients

may be utilized for the modification of one or more models to enhance the fit (Kline, 2005).

The SEM analysis includes LISREL (Linear Structural Relationships); AMOS (Analysis of Moment Structures). The latter is developed by Arbuckle in 1977, and it possesses many advantages over other programs of its caliber. The package's graphical interface, as well as its approach of specifying structural models, is user-friendly (Kline, 2005). It is convenient and easy to use to present the hypothesized relations between the variables. AMOS is also commonly utilized in the fields of various disciplines, including marketing in terms of purchase of local brands (Kumar et al., 2009; Dmitrovic et al., 2009 and Vida et al., 2008). The researcher made use of SEM in the present study.

4.17.Structural Equation ModelingSEM Procedure

SEM is a commonly-used multivariate approach. The first step is the model conceptualisation, which tackles the constructed hypothesis on the basis of the theory in terms of the main aspect of the relationships with latent variables and other relevant indicators. The model's development takes place in this step, based on theory and empirical findings. The model should present the latent variables through measured indicators. This step is followed by the path diagram development stage, which is deployed to achieve uncomplicated hypothesis visualization from model conceptualization.

The third step is the model specification, which tackles the development of the measurement and structural design of the research problem. Causal

relationshipsobtained from the variables should be discussed during this stage. The fourth step is the model identification, where the data is tested to guarantee that gathered information has quality, and contains effective parameters for the model. The aim is to validate the specification model and to ensure that it is not under-identified or just-identified or over-identified.

This is followed by the fifth step, which is the estimation of parameters, which involves the process of achieving evaluation for every parameter in the specified model to achieve a model-based covariance matrix matching the targeted covariance matrix. For the determination of the significance of the final parameter, which is significantly varied from zero, the researcher uses a significance test. For this, among the existing estimation models on the basis of the past literature review, the Maximum Likelihood (ML) by Weighted Lasted (WLS) is the most commonly used.

The sixth step is the testing of model fit. The aim behind the step is to examine the appropriateness of goodness of fit, or GOF, between the data gathered and the model. The criterion involves whether or not the model-based covariance matrix is the same with the observed covariance matrix. The GOF, as a specific construct validity, is an important component of SEM procedure as it verifies the validity of the measurement model (Hair et al., 2006).

The seventh phase is the model modification, where the objective is to achieve better goodness of fit. Re-specification primarily depends on the given modeling strategy, owing to the fact that in these outstanding features, SEM was considered to check the research model against the gathered data to better assist in developing the model in the current research. There are three major strategic

frameworks for testing SEM (Joreskog & Sorborn, 1993); hypothesis model (HM), alternative model (AM), and the generating model (GM).

The rationale behind the present study is based according to the Revised Model, and out of the above three scenarios the last one (GM) is considered as the most commonly utilized. In this particular study, it is suitable, as the researcher proposes and rejects a theoretically-derived model on the basis of poorness of fit to the chosen data sample, which may be preceded in an exploratory mode to change and re-estimate the model. The researcher also proposes a single model on the basis of theory and appropriate data collected, and then verifies the fit of the hypothesized model to the sample data for the development of a confirmatory method. A competing model (DTPB) is, on the other hand, comparatively uncommon in practice. The researcher selected one model that most fits the data after postulating several alternatives, all of which are based on theory. SPSS 16.0 was utilized to test the preliminary analysis of data with an SEM software package, AMOS 16.

4.18. Goodness of Fit Index

Goodness of fit is the 'the degree to which the actual or observed input matrix (covariance or correlations) is predicted by the estimated model" (Hair et al., 2006, p. 580). Generally, based on studies (Ghozali et al., 2005; and Hair et al., 2006), there are three major types of GOF indicators, namely, absolute fit measure, incremental fit measure, and parsimonious fit measures. The following section will explain each of the GOF in detail prior to linking them to AMOS/GOF.

The first step involves the determination of the chi-square (x2) statistic, chi-square per degree of freedom ratio (DF), and the Root Mean Square Residual

(RMSR), which represents absolute indices pinpointing the model's ability to remake the actual covariance matrix. With a more minimal statistic with the significant level at 0.05, 0.01, and 0.001, the better will be the fit between the proposed model and covariance and correlation validating the null hypothesis of the covariance matrix equality (Basselier, Benbasat & Reich, 2003; and Hair et al., 2006). The ratio is considered to be one of the indices that require three or less values for a suitable model (Kline, 1998). Additionally, as previously mentioned, contrary to the recommendation of most researchers, James, Mulaik & Brett (1982) stated that the ratio should be between 2 and 5, but should not exceed 5 (Hair et al., 2006). The Root Mean Square Residual (RMSR) is an index measuring the average difference between the rudiments in the sample and the hypothesized covariance matrices, and for acceptability, a standardized RMSR should not exceed 0.10 (Segars & Grover, 1993).

Second, some incremental indices of the proposed model, in terms of the null model, is a single factor model having no measurement error, which expects that all covariance are 0 – these are the goodness of fit index and adjusted goodness of fit index. They are used to measure the amount of variances and covariance in the model. Normed Fit Index represents the improvement in the fit of the hypothesized model when compared to the null model. Other indices, such as the Incremental Fit Index (IFI) and the Tucker-Lewis Index (TLI) examine the parsimony between the null model and the proposed model in terms of the comparison of the level of freedom. According to Bentler (1990), some of the above indices, such as the NFI, undervalue the fit in small samples, and came up with the Comparative Fit Index (CFI), an index not as reactive to sample size.

The CFI compares the hypothesized model to the best fit model, and the result is that the closer the value of the above indices is to 1, the more presentation of fit there is. It was also revealed that if the GFI, AGFI, NFI, TLI, and CFI value are over 0.90, they are considered good. If the values range from 0.80-0.90, they are considered moderate, and based on Bentler & Bonett (1980), the model is acceptable.

Third, to examine the model fit in relation to the number of estimated coefficients required to reach the level of fitness, parsimonious fit measures are utilized. The Root Mean Square Error of Approximation (RAMSEA) provides the measurement of the discrepancy for every degree of freedom. This value takes into consideration the goodness of fit of the model with the range of acceptable values lying between 0.01 and 0.08 (Hair et al., 2006). The validity of the fact is gauged as; the lower the value the better will be the fit (Browne & Cudeck, 1993). While some researchers state that the value of 0.08 and greater is a reasonable error of estimation, others (Rai, Lang & Welker, 2002; and Chou, Chang & Tsai, 2007) stated that, in instances where samples are low, the RAMSEA should not be over 0. 08 for it to be acceptable.

The proposed model failed to meet the requirements of the data collected in an accurate way if the p-value is significant, while it does so if a p-value of <0.05 is achieved. According to Byrne (2001), a progressive debate is ongoing regarding whether a model having statistical significance must be viewed as valid. The measurement of data through SEM generally takes place through the deployment of goodness of fit (GOF) measures. The CFA comprises important functions that may also be used.

The functions comprise; the examination of the loading factors in each dimension in forming a variance, the confirmation of the instruments that are linked

to the latent variables, the estimation of the measurement error in the framework, and finally, the validation and generation of the framework. Hence, CFA is frequently used to verify whether the set of factors and the loading of constructing items validate the expected requirements needed to measure what actually measures the scale. Based on the study by Bollen (1989), x2 test, DF, RMSR, GFE, IFI, TLI, NFI, AGFI, and RAMSEA are the most often achieved measures and hence, the present study makes use of them as goodness of fit to measure all the variables as listed in Table 4.12.

Table 4.12
Recommended Values of Measurement for all Exogenous and Endogenous variables

Indicators	**Threshold value**
Absolute Indices:	
Ratio/Comindf	Less than 2
RMSR	Less than 0.10
Incremental Indices:	
GFI	0.90 and above
IFI	0.90 and above
CFI	0.90 and above
TLI	0.90 and above
NFI	0.90 and above
AGFI	0.90 and above
Parsimonious Indices:	
RMSEA	Less than 0.08
P-value	More than 0.05

Source: (Hair et al., 2010)

4.19. Hypothesis Testing

This study was carried out to test thirteen direct hypotheses as discussed earlier in Chapter two. Therefore, the next section discusses the testing of the direct effect using SEM.

4.19.1. Direct Effect

Hair et al. (2010) describes a directive as the relationship between two constructs having one path. It is the impact that variables have on one another that constitutes the direct relationship. The present study comprises thirteen direct effects and to guarantee that all the paths in the model are reinforced, the recommended values of Critical Ratio (CR) and p-value have to be confirmed, which is the approximate CR parameter divided by its approximate standard error. CR reinforces the path if it is over 1.96, and it doesn't when it is less, which results in the rejection of the hypothesis. The probability level (p-value) offers a cut-off beyond, which asserts that the findings are statistically significant ($p < 0.05$). Moreover, if $p<0.01$, it is considered as highly significant, as they show that the observed difference occurs less than a single time in a hundred times if there was really no actual difference (Davies & Crombie, 2009, p. 4).

4.19.2. Indirect/Mediating Effect

Regarding the indirect effects, there are those relationships that involve a sequence of relationships with at least one intervening construct involved (Baron & Kenny, 1986). However, this study examines purchase intention as a mediating effect. According to Brown (1996), to examine the indirect paths there are some steps to follow:

1. A total indirect effect, which consists of all paths from one variable to another that are intervened or mediated by at least one additional variable .

2. The second type is the total effect, which is the sum of the direct and total indirect effects in the model.

3. The third type is the standardized indirect effect, which is the decomposition of the total indirect effect into standardized indirect paths. The comparism between indirect

effect and direct effect can confirm if this path is a full mediator or not. This is through obtaining the values of both direct and indirect effects as in the example below.

Thus, there is an example to explain the mediating effect, as shown in figure 4.1 below; the mediating effect only can happen when there are three variables (independent variable (Patriotism), mediator variable (purchase intention), and dependent variable (actual purchase), and we can calculate the result of mediating effect during the estimatimation of each variable from the output of the analysis.

Therefore, if the indirect effect (P→PI→AP) is more than the direct effect (P→AP), and all paths are significant, then it's considered as a full mediator. In contrast, if the indirect effect is less than the direct effect, it is not considered a mediator.

On the other hand, Hair (2010) stated that to examine the testing of mediating, there are some steps to follow: because relationships are not always clear, a series of steps can be followed to evaluate mediation. These steps apply whether using SEM or any other general linear model (GLM) approach, including multiple regression analysis,according to Hair (2010). Using the below figure of a mediation diagram, the steps are:

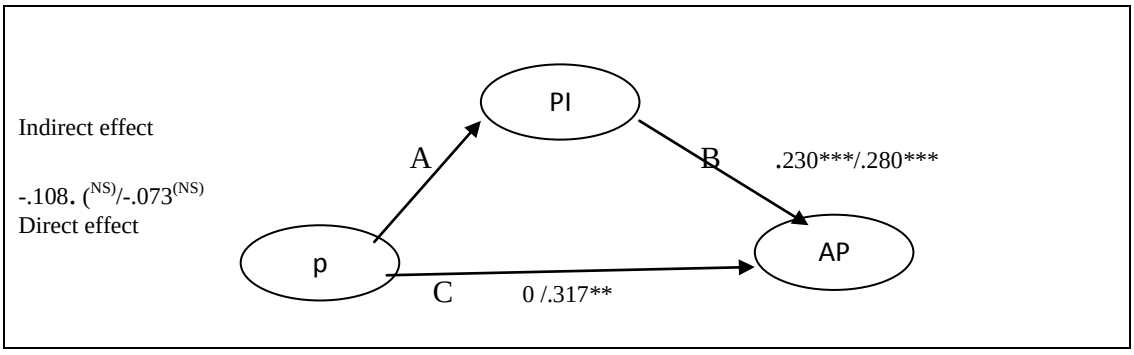


Figure 4.1.
Not Supported Mediation

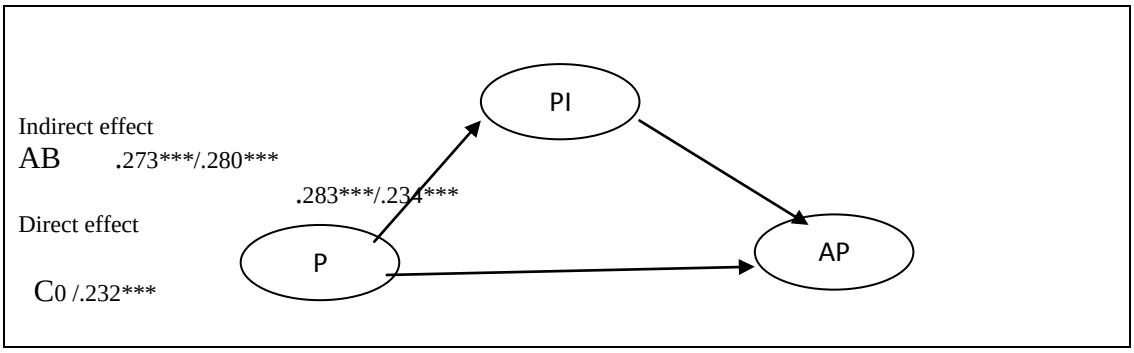


Figure 4.2.
PartialMediation

P is related to AP: thus, establishing that the direct relationship does exist.

b. P is related to PI: hence, establishing that the mediator is related to the "input" construct.

c. PI is related to AP: hence, establishing that the mediator does have a relationship with the outcome construct.

2. Estimate an initial model with only the direct (C) between P and AP. Then estimate a second model adding in the mediating variable PI and the two additional path estimates (A and B). Then assess the extent of mediation as follows:

a. If the relationship between P and AP (C) remains significant and unchanged, one PI is included in the model as an additional predictor (P and PI now predict AP), then mediation is not supported,as shown in Figure 4.1.

b. If (C) is reduced but remains significant when PI is included as an additional predictor, then partial mediation is supported,as shown up in Figure 4.2.

c. If (C) is reduced to a point where it is not statistically significantly after PI is included as a mediating construct, then full mediation is supported,as shown below in Figure 4.3 and Figure 4.4.

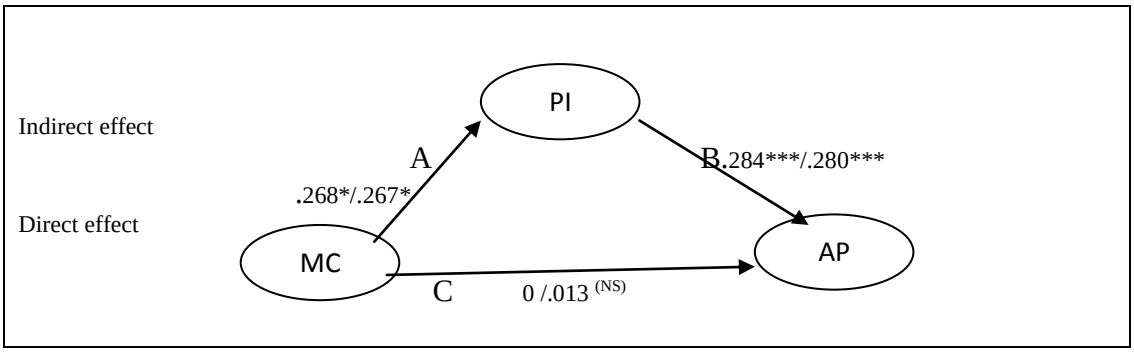


Figure 4.3.
Full Mediation Masculinity Culture

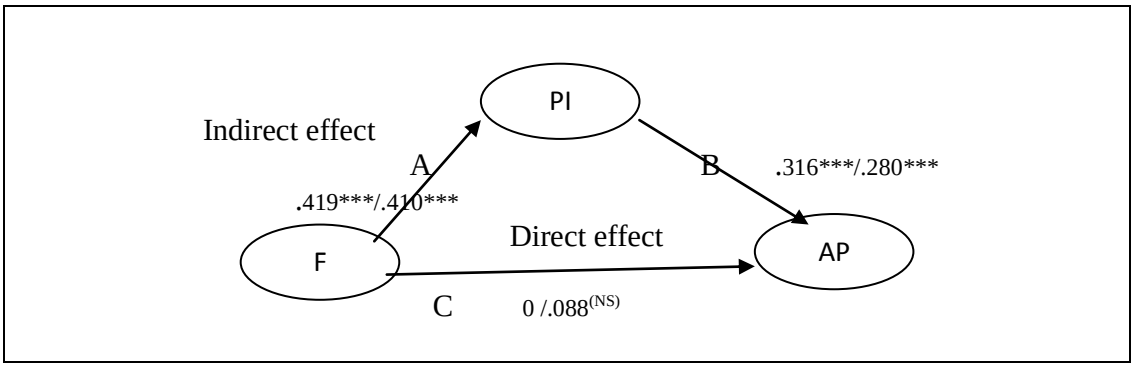


Figure 4.4.
Full MediationFamily

4.20. Summary

The chapter critically discusses the research method that was used in the data collection for this study. The present chapter also discusses the research design, which is based on the quantitative approach by using a structured questionnaire. In addition, the systematic random sampling technique is utilized consisting of a sample of 711 respondents- a number which is based on the rule of thumb. The chapter also

dealt with the validity issues through the use of a pre-test and a pilot study. It also discussed populations, sample size, and the survey procedures, along with the minimum sample size required and the organization of the data collection. Moreover, the present chapter dealt with the statistical techniques used in the study; tests regarding the techniques and the details of the results are that critical data is useful for a multivariate analysis, and the examination, discussion, justification, and the validation for using the Structural Equation Model (SEM).

CHAPTER FIVE
RESEARCH FINDINGS

5.1.Overview

This chapter presents various results of the study, made up of resources from the literature, analysis using quantitative methods/techniques both past and present, and analysis using specific tools, SEM analysis, for instance. The results of this study present a flow in accordance with the research design and methodology described in the previous chapter. These include analyzing the response rate, testing of the response bias, descriptive statistics, present profile of the respondents, data screenings, which consists of missing data, outliers, normality, linearity, homoscedasticity and multi-collinearity. Reliability and validity tests were also conducted. This is followed by the confirmatory factor analysis, analysis of the Structural Equation Model (SEM), goodness offit of the measurement model, the structural model, exogenous variables, endogenous variables, hypothesized model, generated model, and competing models (underpinning theory). Finally, the results of the hypotheses testing are also presented.

5.2. ResponseRate

From the 1000 questionnaires distributed, 289 were unreturned questionnaires and 711 were returned, representing a 71% response rate (see Table 5.1). Data from (711) questionnaires were keyed into SPSS 16.0, and the data was then carefully examined for further data screening analysis. Other aspects concerning the data is missing detection and treatment; for this forty-four respondents data sets were deleted due to incomplete data, such as severe missing data of more than 50%. Hair et al. (2010)

argued that it is better for researchers to delete the case/respondent if the missing data is more that 50%, and if the study does not have any sample size problem. Hence, the final usable responses became 667 datasets.

Table 5.1
Summary of Response Rates

Description	**Total**
The distributed questionnaire	1000
Unreturned questionnaires	289
Returned and entered questionnaires	711
Response rate	71%
Incompleted questionnaires (>50% missing)	44
Total usable responses	667

5.3. Data Screening

The data screening procedures conducted involved analysis of missing data, outlier detection, assessment of normality, linearity and homoscedasticity status and multicollinearity. These steps are discussed one by one in the following sections.

5.3.1. Missing Data

Various studies have proven that missing data is an issue of major concern to many researchers, and has the capability of negatively affecting the results of empirical research (Cavana et al., 2001). Treatment of missing data is very crucial in the analysis, using AMOS as one of the statistical instruments for analysis. The data will not run if there are any missing values (Hair et al., 2010). Alternatively, SPSS can be used as the general treatment of missing data by replacing missing values with a mean or median of nearby points or via linear interpolation. For this research, the (20) twenty missing questionnaires were replaced with the median of nearby values,

because the missing data values were found to be missing in a totally random manner (Hawkins & Merriam 1991; Hair et al., 2006; Pallant, 2005).

5.3.2. Checking forOutliers

Statistical evidence has established outliers as any observations that are numerically distant if compared to the rest of the dataset (Bryne.2010). In line with this are several existing studies advocating different methods of detecting outliers within a given research; among which includes classifying data points based on an observed (Mahalanobis) distance from the research expected values (Hair et al., 2010; Hau & Marsh. 2004). Part of the constructive argument in favor of outlier treatments based on the Mahalanobis distance is that it serves as an effective means of detecting outliers through the setting of some predetermined threshold that assists in defining whether a point could be categorized as an outlier or not (Gerrit et al., 2002). For this research, the table of chi-square statistics has been used as the threshold value to determine the empirical optimal values for the research. This decision is in line with the arguments of Hair et al. (2010), emphasizing on the need to create a new variable in the SPSS "response" numbering from the beginning to the end of all variables.

The Mahalanobis distance can simply be achieved by running a simple linear regression through the selection of the newly-created response number as the dependent variable and selecting all measurement items apart from the demographic variables as independent variables. Using this procedure has assisted this study in creating a new output called Mah2 with which a comparison was made between the chi-Square as stipulated in the table and the newly-created Mahalanobis output. It was under this Mah1, 2, 3, 4 that this current study identified 130 items/cases out of

the total of 667 respondents as falling under outliers because their Mah1, 2, 3, 4 is greater than the threshold value as indicated in the table of (χ^2) chi-square statistics that is related to the 78 measurement items compared with the Mahalanobis distance (D2). Any value more than chi-square statistics (χ^2= 122.36) will be deleted, as they are considered outliers (Hair et al., 1998, 2006; Tabachnick & Fidell, 2001). As mentioned above, 130 cases were found to be outliers (130 cases deleted). They were from the independent variables of this study and were subsequently deleted from the dataset. After the treatment of these outliers, the final analysis in this study used the remaining 537samples in the data (Details are shown in Appendix B/5.1).

Table 5.2

Summary of Outliers

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	19.05	734.77	370.53	126.025	667
Std. Predicted Value	-2.789	2.890	.000	1.000	667
Standard Error of Predicted Value	43.942	120.569	83.473	14.736	667
Adjusted Predicted Value	-3.02	853.78	370.01	135.406	667
Residual	-447.525	422.784	.000	163.732	667
Std. Residual	-2.430	2.296	.000	.889	667
Stud. Residual	-2.745	2.795	.001	1.003	667
Deleted Residual	-571.217	626.839	.521	209.432	667
Stud. Deleted Residual	-2.776	2.828	.001	1.006	667
Mahal. Distance	20.178	158.426	77.791	27.093	667
Cook's Distance	.000	.048	.004	.005	667
Centered Leverage Value	.054	.426	.209	.073	667

a. Dependent Variable: ID

b. MAHAL DISTANCE > 122.36 WERE DELETED (44 CASES DELETED)

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	24.69	681.91	358.53	99.998	621
Std. Predicted Value	-3.338	3.234	.000	1.000	621
Standard Error of Predicted Value	32.599	98.263	66.375	12.875	621
Adjusted Predicted Value	-21.56	706.88	358.11	104.976	621
Residual	-431.377	409.856	.000	177.234	621
Std. Residual	-2.276	2.162	.000	.935	621
Stud. Residual	-2.543	2.403	.001	1.002	621
Deleted Residual	-547.089	509.329	.423	204.080	621
Stud. Deleted Residual	-2.556	2.414	.001	1.004	621
Mahal. Distance	17.338	165.606	77.874	29.997	621
Cook's Distance	.000	.024	.002	.003	621
Centered Leverage Value	.028	.267	.126	.048	621

c. Dependent Variable: ID

d. MAHAL DISTANCE > 122.36 WERE DELETED (66 CASES DELETED)

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	59.10	719.24	359.04	107.754	557
Std. Predicted Value	-2.784	3.343	.000	1.000	557
Standard Error of Predicted Value	35.957	93.005	69.006	11.667	557
Adjusted Predicted Value	5.37	761.46	358.10	112.339	557
Residual	-426.268	461.825	.000	172.302	557
Std. Residual	-2.294	2.485	.000	.927	557
Stud. Residual	-2.435	2.776	.002	1.001	557
Deleted Residual	-488.349	576.232	.936	201.032	557
Stud. Deleted Residual	-2.448	2.796	.002	1.002	557
Mahal. Distance	19.819	138.273	77.860	25.692	557
Cook's Distance	.000	.024	.002	.003	557
Centered Leverage Value	.036	.249	.140	.046	557

a. Dependent Variable: ID

b. MAHAL DISTANCE > 122.36 WERE DELETED (20 CASES DELETED)

The total usable responses numbered 667 with 20 cases of missing data (replacements with median), and 130 were outliers (deleted cases). Hence, the final clean data for analyses numbered 537 (As shown inTable 5.3).

Table 5.3
Final Usable data after data screening

Description	**Total**
Total usable responses	667
Missing data (replacements with median)	20
Outliers (deleted cases)	130
Final clean data for analyses	537

5.3.3. Assumption of Normality

Data is tested for normality by producing the z-score of an individual observed variable by using SPSS. All values below ±2 are considered as normal data. Any values of z-score above ±2 are transformed.The data show adequate values for normality (refer to Appendix C/5.2).

However, to prevent the occurrence of non-normality, the researcher has conducted necessary data cleaning to determine the z-score of each individual item and transform them through cdfnorm in SPSS 16. Importantly, after this transformation, both the critical ratios (CR) from the skewnesss and kurtosis fall within the suggested standards, or CR< 2/3 and CR< 7, a strong evidence that indicates normality of the data. Similarly, the Kolmogorov-Smirnov tests were conducted on the data, which also provided evidence of normality of the data used in this study. Table 5.4 shows the normal data used after transformation.

Following the careful assessment by using the AMOS 16 program, normality for all items shows that CR-skewness and CR-kurtosis are within the adequate range of normality (i.e., -3.0 to 3.0) (Hair, et al., 2006) (see Appendix C/2.3). Hence,

transformation remedies were required for some items. In addition, to ensure that the data is distributed normally, further assessment was carried out through the residual analysis using the expected normality box plot for the regression residuals via SPSS 16. As mentioned above, this test shows that the data are normally distributed as shown in Table 5.4 (see Appendix C/5.2).

Table 5. 4

Normality Through SPSS After Transform

	N	Minimum	Maximum	Mean	Std. Deviation
Zscore(tp1)	537	-2.51555	.53617	.0106673	.98381227
Zscore(tp2)	537	-1.83543	1.11316	.0066605	.98438462
Zscore(tp3)	537	-1.81282	.95769	.0255720	.98244272
Zscore(tp4)	537	-2.08911	.75709	.0216810	.96589019
Zscore(tp5)	537	-1.67751	1.33495	.0199215	.98497687
Zscore(tp8)	537	-1.82792	1.02065	.0118321	.98657319
Zscore(tp9)	537	-1.90411	.97598	.0130972	.98724159
Zscore(tp10)	537	-1.73700	1.17315	.0379886	.96911487
Zscore(tp11)	537	-1.83434	1.14858	.0133231	.98112008
Zscore(tT1)	537	-1.68995	1.43429	.0306647	.97499731
Zscore(tT5)	537	-1.67912	1.30275	-.0101026	.98935895
Zscore(tT6)	537	-1.89649	1.01110	.0188072	.97338017
Zscore(tAD1)	537	-1.60639	1.51313	.0307641	.98246542
Zscore(tAD4)	537	-1.80278	1.28248	.0301276	.97028908
Zscore(tAD6)	537	-1.61124	1.56970	.0013370	.99444610
Zscore(tAD8)	537	-1.71374	1.41147	-.0198466	.98111160
Zscore(tR1)	537	-1.63537	1.41099	.0101115	.97334938
Zscore(tR4)	537	-1.77828	1.21825	-.0042548	.96838755
Zscore(tR5)	537	-1.69385	1.52710	.0264031	.98355881
Zscore(tQ2)	537	-1.63592	1.52869	-.0077972	.96976430
Zscore(tQ3)	537	-1.70123	1.52295	-.0199467	.96996017
Zscore(tQ4)	537	-1.68279	1.36136	-.0042347	.96960825
Zscore(tQ5)	537	-1.68493	1.31293	-.0157062	.98804412
Zscore(tQ6)	537	-1.71889	1.53713	.0204003	.98919717
Zscore(tMC1)	537	-1.92173	.94114	-.0067025	.97648822
Zscore(tMC2)	537	-1.86725	1.11726	.0112282	.97861180
Zscore(tMC3)	537	-1.84932	1.16436	-.0213019	.97935502
Zscore(tMC4)	537	-1.75345	1.23000	.0089633	.96855042
Zscore(tMC5)	537	-1.80361	1.14245	-.0067362	.98035625
Zscore(tMC6)	537	-1.65613	1.42932	.0275334	.98250124
Zscore(tF3)	537	-1.66263	1.46825	.0303431	.98287157
Zscore(tF4)	537	-1.64595	1.50777	.0136147	.97860552
Zscore(tF5)	537	-1.73018	1.39913	.0045069	.97720641
Zscore(tF6)	537	-1.71654	1.50533	.0138015	.97084374
Zscore(tF7)	537	-1.70349	1.45752	.0238825	.97108895
Zscore(tGS1)	537	-1.86040	.97825	-.0106402	.98159374
Zscore(tGS2)	537	-1.72262	1.16827	-.0264192	.98112408
Zscore(tGS3)	537	-2.02300	.73053	.0066594	.98860641
Zscore(tGS4)	537	-1.86941	.93893	.0254920	.97528930
Zscore(tGS5)	537	-1.99417	.77038	.0198150	.97181859
Zscore(tGS6)	537	-1.92412	.92984	.0321389	.97323410
Zscore(tGS7)	537	-1.63894	1.48674	.0340656	.98056342
Zscore(tGS8)	537	-1.73463	1.57215	.0264597	.98816142
Zscore(tPI1)	537	-1.60154	1.56664	.0455275	.97612488
Zscore(tPI2)	537	-1.64209	1.53081	.0374108	.97549264
Zscore(tPI3)	537	-1.70541	1.26207	.0424399	.97278215
Zscore(tPI4)	537	-1.74466	1.37747	.0491919	.97082189
Zscore(tPI6)	537	-1.80085	1.21081	.0515538	.95994291
Zscore(tPI7)	537	-1.84685	1.26212	.0423083	.95903272
Zscore(tPI8)	537	-1.83287	1.32088	.0475204	.97006626
Zscore(tAP1)	537	-1.82459	1.46741	.0221798	.97945928
Zscore(tAP2)	537	-1.81494	1.40807	.0256247	.96694189
Zscore(tAP3)	537	-1.67063	1.47685	.0458124	.97132800
Zscore(tAP4)	537	-1.67876	1.24223	.0220006	.97516808

5.3.4. Assumptions of Linearity Relationship

By examining the scatter plot residuals using SPSS 16, the results indicate a straight-line associated with predicted dependent variable scores, and the mean of actual purchase (AP), in turn, did not show any support for non-linearity. Consequently, there was no proof to challenge the linearity assumption of actual purchase (AP) as shown in Figure 5.1.

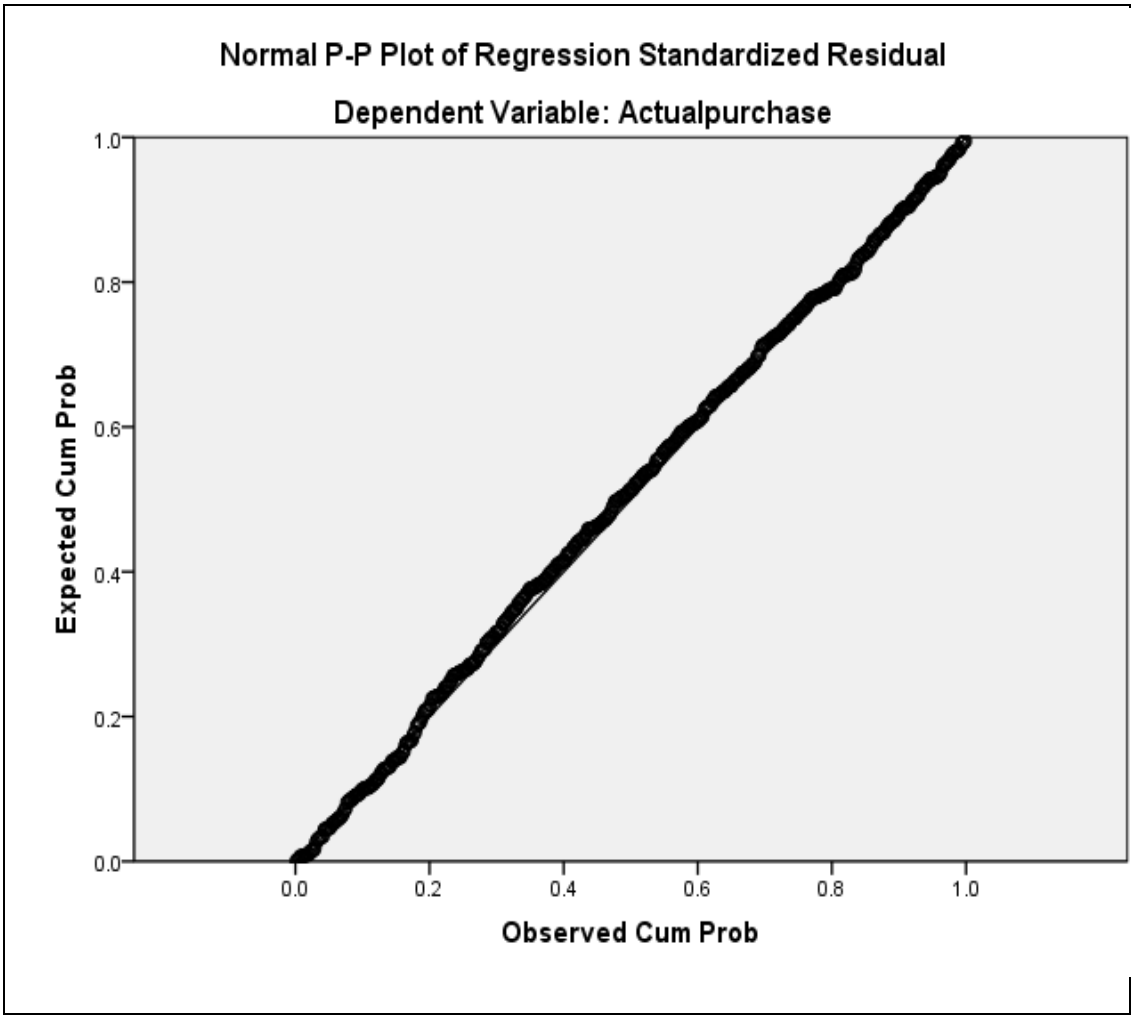


*Figure 5.1.*Linearity Assumption

5.3.5. Assumption of Homoscedasticity

The presence (existence) of homoescedasticity in a study means that the variance of errors in the analysis is the same across all its levels in the independent (exogenous) variables (Hair et al., 2006).

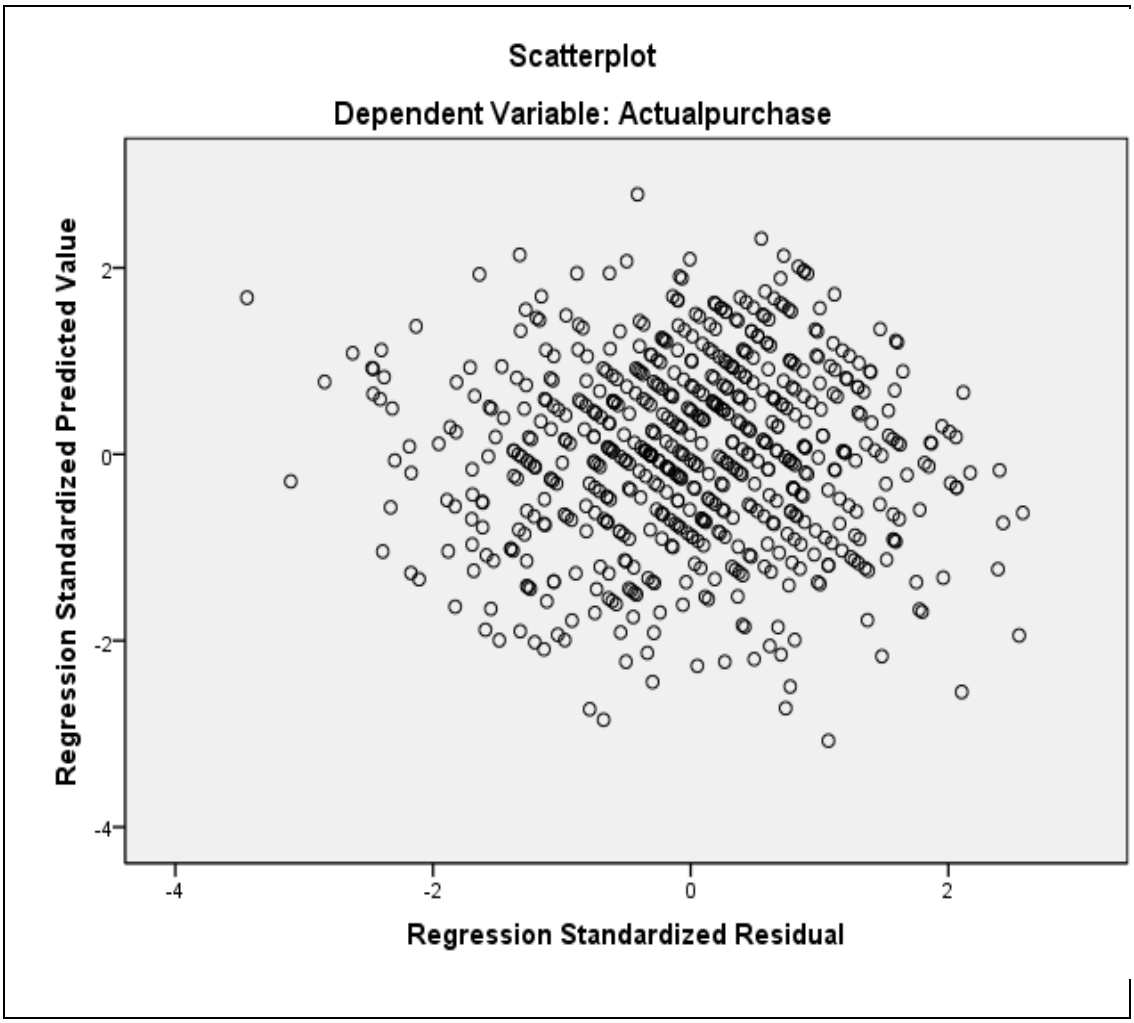


Figure 5.2.
Homoscedasticity

The finding of the homoscedasticity test through scatter plot diagrams in SPSS 16 of standardized residuals show that homoscedasticity exists in the set of independent variable and the variance of the dependent variable. Furthermore, a visual inspection of the distribution of residuals suggested an absence of homoscedasticity as shown in

Figure 5.2. The result of homoscedasticity of other endogenous variables can be found in Appendix D/5.3).

5.3.6.Multicollinearity/Correlation Matrix of Constructs

From the correlation results, it shows the existence of multi-collinearity problems. The results of the correlation matrix in Table 5.5 below conclude that the correlation coefficient for the entire dependent (endogenous) variable and the independent (exogenous) variables, representing the latent variables were below the expected value of of 0.80; for instance, the pair of patriotism and trust exhibits a reasonably low correlation coefficient of 0.608 (p= 0.01 significance level). Moreover, the results were obtained from AMOS 16.0 in estimating the hypothesized model. The correlation matrix shows values are less than 0.80, which means there is no multi-collinearity between all the exogenous variables (Cooper & Schindler, 2003; Sekaran, 2003). The measurement model before fitting is shown in Table 5.5 from AMOS 16, depicting the correlation matrix between the variables (Appendix E/5.4).

Table 5.5

Correlation Matrix between the Latent Variable from the measurement modelbefore the fitbeforetransforming

	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**
Actual purchase(1)	1									
Purchase Intetion (2)	.745***	1								
Patriotism (3)	.594***	.599***	1							
Trust (4)	.608***	.469***	.487**	1						
Advertisement (5)	.499***	.412***	.429**	.684***	1					
Price (6)	.507***	.517***	.430**	.614***	.532***	1				
Quality (7)	.647***	.528***	.432**	.702***	.552***	.730***	1			
Masculinity culture (8)	.409***	.395***	.482**	.299***	.322****	.371***	.426***	1		
Family (9)	.697***	.684***	.527**	.577***	.552***	.569***	.608***	.391***	1	
Government support (10)	.156**	.288***	.355***	.037	.125*	.078	.015	.638***	.219**	1

***. Correlation is significant at the 0.001 level (2-tailed)

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

5. 4. Tests of Non- Response Bias

Existing facts from previous studies have established that the non-respondents sometimes differ systematically from the respondents, both in attitudes, behaviors, personalities, motivations, and demographics, in which any or all could affect the results of the study (Malhotra, Hall, Shaw, & Oppenheim, 2006). In the present study, non-response and the response bias have been tested using the t-tests to compare the similarities between the mean, standard deviation, and standard error mean of the early and late responses in variables such as gender, income and purchase intention, actual purchase and patriotism, trust, advertisement, price, quality, masculinity, family and government support. Researchers (Churchill & Brown., 2004; and Malhortra et al., 2006) argued empirically that late respondents

could be used in place of non-respondents, basically because they would not have probably responded if they had not been extensively given a follow-up approach.

Malhortra et al. (2006) further argued that to standardize this procedure, for late respondents, the study sample has to be divided into two groups (namely: early responses- those that returned the questionnaires within one month after the distribution of group 1, and late responses-those that returned the questionnaires after one month from the date of distribution of group 2. Based on the aforementioned facts, this study has classified 271 respondents as early responses and 266 respondents as late responses. Both descriptive tests and Levene`s test for equality of variance were conducted on the demographic and content variables. For the demographic variables, the researcher conducted a descriptive test to compare the means, standard deviation, and standard error mean between the early and late respondents.

The results in Table 5.6 below show that the t-test results indicated that there were no significant t-statistics; meaning, there are no significant differences between each variable and response groups. Therefore, the data is free from response bias. For detailed verification of the descriptive test of non-response bias, please refer to Appendix F/5.5.

The procedure to do an independent test involve the following steps; (Test of Non-Response Bias) open window of SPSS data →analysis →compares means → independent-sample T Test.. → Move the variables to books of Test Variability(s) and move ID (the already divided the data in two groups: group 1= 271 from 1-and group 2=266 of 271-537) to books of Grouping Variable → Define Groups (put in blocks of Group 1: 1 and Put in Group 2: 2 → continue → ok (run).

Table 5. 6
Test of Non-Respondent Bias

		Levene's Test for Equality of Variances		**t-test for Equality of Means**						
		F	**Sigh.**	**T**	**Df**	**Sigh. (2-tailed)**	**Mean Difference**	**Std. Error Difference**	**95% Confidence Interval of the Difference Lower**	**Upper**
Patriotism	Equal variances assumed	2.741	.098	-1.602	535	.110	-.13384	.08353	-.29792	.03024
	Equal variances not assumed			-1.601	526.315	.110	-.13384	.08361	-.29810	.03041
Masculinity	Equal variances assumed	.084	.772	.192	535	.848	.01453	.07579	-.13435	.16340
	Equal variances not assumed			.192	534.010	.848	.01453	.07580	-.13438	.16344
Government	Equal variances assumed	2.584	.109	-.315	535	.753	-.02192	.06955	-.15854	.11469
	Equal variances not assumed			-.315	531.696	.753	-.02192	.06958	-.15862	.11477

Following the above t-test results, this study tends to conclude that there is a non-response bias that could significantly affect the study`s ability to generalize its findings. The above results have therefore given this study the opportunity to utilize the entire 537 responses in the data analysis.

5. 5. Descriptive Statistics

Table 5.7 shows that trust (T) has the lowest mean of (4.28), while the highest mean is government support (GS) with (5.50). Moreover, the standard deviation for all variables seems to fall between the ranges of .805 to 1.116, which reflects the existence of considerable acceptable variability within the data set. Range of scale is between 1 to 7, with N =537.

Table 5.7
Descriptive statistics of all variables (N= 537)

Variable	Code	No. of samples	No. of items	Mean	Std. Deviation	Minimum	Maximum
Actual purchase	AP	537	6	4.617	1.08304	1	7
Purchase intention	PI	537	8	4.8166	1.09399	1	7
Patriotism	P	537	11	5.3685	.96916	1	7
Trust	T	537	8	4.2851	.98322	1	7
Advertising	AD	537	8	4.3177	.92661	1	7
Price	R	537	9	4.4397	.88260	1	7
Quality	Q	537	7	4.4831	.85765	1	7
Masculinity culture	MC	537	6	5.3532	.87727	1	7
Family	F	537	8	4.4001	1.11687	1	7
Government support	GS	537	8	5.5021	.80509	1	7

5. 6. Profile of the Respondents

For ease of understanding, a tabulation of the profiles of the respondents, their firm`s structure, and the demographic information about the participants are listed in Table 5.8. A critical look at the table indicates that the responding employees and

theirparticipation are broadly representative of the target population of employees in Yemeni Schools. Among the profiles of the respondents' demographic included in this study are seven of the following major items: gender, age, income, occupation, education, region/city and type of school.

The results of frequency statistics analyzing the above mentioned variables are shown in Table 5.8. The table shows that the respondents of this study consist of 212 women, or 39.5%, and 325 men, or 60.5%. Furthermore, the average age of the sample in this study is divided into four categories. Moreover, at the top category is the one comprising respondents aged between 21 and 30 years, which also took the highest proportion with 253 respondents, 47.1%, followed by those aged between 31 and 40 years with 191 respondents, or 35.6%. For people less than 20 years, there were a total of 52 respondents, or 9.7%, and for people over 41 years, there were 41 respondents, or 7.6% of the total respondents.

In addition, the results show that the most important demographic item for a profile of the respondents is income, which influences the actual purchase of local brands in Yemen. Income is divided into four categories: 23, or 4.39% respondents, had a total monthly income of 90000 Yemeni Real (RY) and above, 82, or 15.3% respondents, had a monthly income of less than RY 30000. Moreover, 90, or 16.8% respondents, had a monthly income between RY 60000 and RY 90000, while the majority of the respondents (342, or 63.7%) had a monthly income between RY 30000 and RY 60000.

In addition, the occupation of the respondents is divided into four categories: Teachers constituted 332, or 61.8% of respondents, staff/admin, 132, or 24.6% of respondents, others are 61, or 11.4%. In addition, the level of education is divided

into; Bachelor degree, constituting 345, or 64.2%, High School, 94 or 17.5%, Others 63 or 11.7 %, Master, 24 or 4.5%, and Doctoral, 11 or 2.0%. Moreover, the results show that the majority of the respondents were living in the Southern Region (Aden, Taiz, and Hadramot) with a total of 232, or 43.2% of the sample, followed by the Northern Region (Sana`a and Hodeidah) with 216, or 40.2% of the sample, and the Middle region/City (Ibb) 86, or 16.6% respondents. Table 5.8 indicates that there were 208, or 38.7% of respondents from the secondary schools, and 48, or 8.9% of the respondents from the primary schools.

Table 5.8
Profiles of the Respondents

Variable	**Category**	**Number of cases/ Frequency**	**Percentage**
Gender	Female	212	39.5
	Male	325	60.5
Age	Over 41 years	41	7.6
	Less than 20 years	52	9.7
	Between 31 and 40 years	191	35.6
	Between 21 and 30 years	253	47.1
Income	90000 RY and above	23	4.3
	Less than 30000 RY	82	15.3
	Between RY 60000 and RY 90000	90	16.8
	Between RY 30000 and RY 60000	342	63.7
Occupation	Headmaster	12	2.2
	Others	61	11.4
	Admin/staff	132	24.6
	Teacher	332	61.8
Education	Doctoral	11	2.0
	Master	24	4.5
	Others	63	11.7
	High School	94	17.5
	Bachelor Degree	345	64.2
Region/ City	Middle (Ibb)	89	16.6
	North (Sana`a, and Hodeidah)	216	40.2
	South (Aden, Taiz and Hadramot)	232	43.2
Type of school	Primary school	48	8.9
	Secondary school	208	38.7
	Primary and secondary school	281	52.3

5.7. Validity of the Constructs

This study uses two types of statistical validity tests, firstly by using SEM and SPSS analysis: convergent validity was conducted essentially in the measurement model as the first type of validity tests to determine if the indicators in a scale load together on a single construct, while the discriminant validity test is the second type of validity test to verify if the items developed to measure different constructs are definitely evaluating different constructs.

5.7.1. Convergent Validity

Following the suggestions by Fornell& Larcker, (1981) and Hair et al., (2006), this study has assessed the convergent validity with the use of Cronbach`s alpha for each construct and their composite reliability score. Hair et al. (2006) argued that 0.60 is an acceptable level benchmark for accepting the Cronbach`s alpha and composite reliability of a construct.

5.7.2. Reliability and Composite Reliability

As shown in the existing literature, this study has made use of content reliability to determine if the hypothesized items are actually measuring their constructs or not (John and Reve, 1982; Guliksen, 1993). To achieve this, the researcher conducted a critical assessment of all the items` reliability to primarily examine loadings, or the correlations of their measures, with the construct with which they were hypothesized. However, there are some other authors that have suggested a higher conservative benchmark of 0.70 (Nunnally & Bernstein, 1994). Their points were argued based on the fact that the internal consistency measures of a Cronbach`s alpha primarily represent the extent that the hypothesized items actually converge to measure the

variable of interest. Below is Table 5.9, which lists the outcome of the Cronbach`s alpha at the pilot study stage and the main study. For the composite reliability calculated for this study, the formula as suggested by previous studies is presented below (Fornell & Larcker, 1981; Hair et al., 2006)

$$\text{Composite reliability (CR)} = \frac{\Sigma\ (\text{standardized loading/factor loading})^2}{\Sigma\ (\text{Standardized loading/factor loading})^2 + \Sigma\varepsilon j}$$

where CR = composite reliability, Σ =Summation, and εj = standardized error.

As indicated in Table 5.9, all the constructs generally exhibited an acceptable level of composite reliability with values that are higher than 0.60. These results further confirm the fitness of the data for the measurements in this study. Table 5.10 shows the calculation of the composite reliability and the descriptive statistics of indicators and their reliability results for all the constructs. The result shown in Table 5.9 indicated that the Cronbach`s alpha value ranged from 0.644 to 0.873,while composite reliability values ranged from 0.804 to0.952, and both values for all variables were greater than the recommended value of 0.60or higher (see Appendix G/5.6).

Table 5.9
Reliability for Cronbach'salpha and Composite Reliability for actual data and pilot test

Variable	**Code**	**No. of items**	**Composite Reliability (CR)>0.6**	**Reliability (CA) Cronbach's alpha=537**	**Pilot test Cronbach's alpha=150**
Actual purchase	AP	6	0.954	0.776	0.874
Purchase intention	PI	8	0.952	0.873	0.743
Patriotism	P	11	0.863	0.85	0.854
Trust	T	8	0.940	0.76	0.816
Advertisement	AD	8	0.910	0.754	0.745
Price	R	9	0.909	0713	0.706
Quality	Q		0.804	0.644	0.660
Masculinity culture	MC	6	0.905	0669	0.634
Family	F	7	0.938	0858	0.868
Government support	GS	8	0.922	0.726	0.854

As suggested by many authors, the reliability and internal consistency of an item can be judged by a set of rule of thumb, which includes: alpha level >0.90 should be categorized as being excellent, while those that are > .80 are good, > 0.70 should be acceptable, > 0.60 should be categorized as questionable, > 0.50 are poor for scientific research, < 0.50 are generally unacceptable for academic purposes (John & Reve, 1982). The results above have shown that the measurement items, both at the pilot and main study, are all good. Part of the existing literature in support of these results are that well-structured items that are measuring any single construct would statistically exhibit a higher and better Cronbach`s alpha result, while those items that have low internal consistency measures of less than 0.60 in a construct might theoretically indicate a poor definition of the construct (Hair et al., 2006).

5.7. 3. Confirmatory Factor Analysis (CFA)

Since the measurement model aims to improve the model before the estimation of the hypothesized model, the standardized regression weights for the research indicators were first examined by conducting the CFA for each variable as shown in Table 5.11 and factor loading for the remaining items (21 items). After careful deletion using Modification Indices (MI) suggestion, Table 5.10 shows that all items have loaded more than 0.50 on their underlying construct. In this case, the factor loading of the items is more than 0.30 and are acceptable if the study sample is more than 350 respondents (Hair, 2006 p. 128). This, in turn is sufficient evidence of convergent validity. Therefore, all indicators in the present study are related to their particular constructs, and thus there is satisfactory proof of the convergent validity of the model.

Table 5.10

Factor Loading for the Remaining Items from Measurement Model from AMOS)

Standardized Regression Weights: (Group number 1 - Default model)

Item code	Name of items	Factor loading /Estimate
	Patriotism	
tp5	Yemenis should not buy foreign brands because it hurts Yemeni business and employment.	.724
P6	I am willing to stop purchasing imported goods	.794
P7	Yemeni consumers who purchase brands made in other countries are responsible for putting their fellow Yemenis out of work.	.633
	Actual purchase	
tAP3	Mostly, I purchase Yemeni-made brands.	.761
AP5	I purchased a Yemeni-made brand when a better quality foreign item was available.	.657
	Trust	
T2	Most local companies' complaint departments back up their brands and effectively handle consumer problems.	.749
Table 5.10 (Continued)		
tT1	In general, local Yemeni business firms usually accept responsibility for their brands and guarantees.	.764
	Price	
tR5	Most prices are reasonable considering the high cost of doing local business.	.606
R8	In general, I am satisfied with the prices I pay for local brands.	.573
	Advertisement	
AD5	The advertisements suggest that I should purchase local brands regularly within the forthcoming month	.763
AD7	I feel under pressure from advertising to purchase local brands regularly within the forthcoming month.	.631
	Quality	
tQ7	I am satisfied with most of the local brands I buy.	.803
tQ6	Most local brands are safe when used correctly.	.652

Table 5.10
(Continue)

	Masculinity culture	
ttmc4	The dominant values in society are caring for others and for preservation.	.658
ttmc3	Men are supposed to be assertive, ambitious, and tough.	.394
	Family	
tF4	My families who are important to me would think I should purchase local brands.	.854
tF3	My families who are important to me would think that purchasing a local brand is a wise idea.	.861
	Government support	
tGS7	The Yemeni government promotes the local brands for the consumers.	.575
tGS8	The Yemeni government expects me to purchase local brands.	.867
	Purchase intention	
tttPI7	I would consider purchasing a local brand.	.894
ttPI8	There is a good probability that I would consider purchasing a local brand.	.819

In this research, convergent validity was measured through factor loading as shown below in Table 5.11,which aptly depicts the loadings of each item for measuring predictor variables that were based on the employee's opinion of the factors affecting the actual purchase of local brands in Yemen. Many authors have statistically recommended a loading that is above 0.50 as the cut-off criterion (Byrne, 2010; Hair et al., 2006; John, & Reve, 1982). Meanwhile, there are some other authors who believe that any item that is above 0.40 should be given a trial as long as they have been theoretically tested as a valid instrument for measuring the constructs of interest (Hu & Bentler, 1995; Kaiser, 1974). A critical view of the results in Table 5.11 has shown that the larger percentage of the items are above the 0.50 cut-off

criterion, with the majority being above 0.60. This shows that the hypothesized items truly have a strong relationship with the conceptualized model (Hair et al., 2004).

5.7.4.Discriminante Validity

To satisfy the basic requirement that is guiding discriminant validity, the average variance extracted AVE of any two constructs that is measured must be greater than the square of correlations that exist between these constructs (Formell & Larcker, 1981). The formula for calculating the Variance Extracted (VE/AVE), (Kearns & Lederer, 2003) is:

$$\text{Variance Extracted (VE)} = \frac{\Sigma(\text{standardized Square Multiple Correlation) SMC}}{\Sigma(\text{Standardized Square Multiple Correlation) SMC} + \Sigma\varepsilon j}$$

Where SMC = squared multiple correlation, Σ = summation, $\Sigma\varepsilon j$ = standardized error

Table 5.11 summarized the calculation of the variance extracted (VE/AVE) through the squared multiple correlation (SMC) and standard error (S.E).

As indicated in Table 5.11, the values of the variance extracted show the amount of variances that each construct can explain in the research framework. In this current study, these values range from 0.623to 0.816 as calculated through the squared multiple correlations (SMC) and the standard error of variance (SE). The result in Table 5.11 shows that the variance extracted for all the ten (10) constructs were greater than 0.5, as suggested by Hair et al. (2010). The values for SMC and SE were all extracted from the AMOS 16 outputs (Appendix G/5.6).

Discriminant validity was demonstrated, as the Average Variance Extracted (AVE) value is more than the squared correlations for each set of constructs, as shown in Table 5.11 and Table 5.12. Moreover, it can be observed that the square root of the AVE for a given construct is greater than the absolute values of the standardized correlation square of the given construct with any other construct in the analysis (AVE > correlation square). Thus, discriminant validity is supported and therefore all constructs used for this study support discriminant validity. The results of the AVE test and the correlation square for latent variables can be found in Appendix G/5.6.

The average variance extracted (AVE) refers to the proportion of variance explained by the measurement errors. Values range from 0 to 1, AVE should exceed 0.5 to suggest an adequate convergent validity (Bagozzi & Yi, 1991; Fornell & Larcker, 1981). An AVE value of at least 0.5 indicates sufficient convergent validity, meaning that a latent variable is able to explain more than half of the variance of its indicators on average (Holmes-Smith, 200; Hatcher 1994, p. 331). In other words, AVE is computed as the total of all squared standardized factor loadings (square multiple correlation) divided by the number of items, meaning that it is the average squared completely standardized factor loading or average commonality. The table below is the average variance extracted (AVE).

Table 5.11
Summary of Average Variance Extracted (AVE)

Variable name	**Average Variance Extracted (AVE)**
Patriotism 1	0.623
Trust 2	0.739
Price 3	0.815
Advertising 4	0.716
Quality 5	0.663
Masculinity culture 6	0.762
Family 7	0.689
Government support 8	0.807
P intention	0.752
A purchase	0.780

Average Variance Extracted (AVE) Table Matrix of Exogenous Variables = (AVE1+ AVE 2) /2,meaning that it is the Average Variance Extracted (AVE) for variable one + Average Variance Extracted (AVE) for variable two divided by 2, as shown below in Table 5.12.

Table 5.12
Average Variance Extracted (AVE) Table Matrix of Exogenous Variables

Variable name	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**
Patriotism (1)	1.000							
Trust (2)	(1+2)/2=0.682	1.000						
Price (3)	(1+3)/2=0.720	(2+3)/2=0.777	1.000					
Advertising(4)	(1+4)/2=0.670	(2+4)/2=0.728	0.766	1.000				
Quality (5)	(1+5)/2=0.644	(2+5)/2=0.702	0.740	0.766	1.000			
Masculinity culture (6)	(1+6)/2=0.693	(2+6)/2=0.751	0.789	0.739	0.713	1.000		
Family (7)	(1+7)/2=0.657	(2+7)/2=0.715	0.752	0.703	0.676	0.726	1.000	
Government support (8)	(1+8)/2=0.716	(2+8)/2=0.774	0.811	0.762	0.736	0.785	0.749	1.000

Table 5.13
Correlation and Correlation Square Matrix Among Exogenous Variables from (H) Hypothesized Model before Fit

Variable Name	1	2	3	4	5	6	7	8
Patriotism (1)	1.000							
Trust (2)	0.512 (.262)	1.000						
Price (3)	0.421 (.177)	0.615 (.378)	1.000					
Advertising(4)	0.445 (.198)	0.684 (.467)	0.536 (.287)	1.000				
Quality (5)	0.416 (.173)	0.702 (.493)	0.826 (.682)	0.531 (.2812)	1.000			
Masculinity Culture (6)	0.429 (.184)	0.336 (.113)	0.395 (.156)	0.356 (.127)	0.439 (.193)	1.000		
Family (7)	0.513 (.263)	0.577 (.333)	0.564 (.318)	0.558 (.311)	0.61 (.372)	0.414 (.171)	1.000	
Government Support (8)	0.3 (.09)	0.009 (.000081)	0.057 (.003249)	0.117 (.0137)	-0.022 (.000484)	0.573 (.328)	0.207 (.043)	1.000

** Correlation is significant at 0.01 level (1-tailed), values in brackets indicate correlation squared.

In this study, the variance value extracted for all the constructs explained 50 percent or more of the variance, and ranged from 0.644 to 0.811, which met the recommendation that the VE/AVE value should be at least 0.50 for each construct (Thompson & Higgins, 1995; Bagozzi & Yi, 1991; Holmes-Smith, 2001). Moreover, all of the research constructs had a correlation value less than the recommended cut-off of 0.80 (Sekaran, 2003). The results forAverage Variance Extracted (AVE) for latent variables can be found in Appendix G/5.6.

5.8. Measurement Model

As mentioned earlier in Chapter four (4), the CFA analysis method was conducted to test the convergent validity for each variable individually as shown in the above section. Furthermore, the following section will explain CFA for the exogenous and

endogenous constructs together and, the researcher ensured that each exogenous and endogenous construct has the correct observed variable. Besides, the items of constructs theoretically should be close to each other with regard to the factor loading and goodness of fit(GOF) (Hair et al., 2010).

5.8.1. Confirmatory Factor Analysis (CFA) of Exogenous Variables

This study examines the set of exogenous variables: patriotism, trust, advertisement, price, quality, masculinity culture, family, and government support after CFA was conducted on each construct.

Factor one (1), which represents patriotism (P), contains (4) items, reduced from the (11) items proposed originally. Factor two (2), which is trust (T), now consists of (4) items reduced from (8) items originally, Factor three (3), advertisement (AD), consists of (6) remaining items reduced from (9) items in the initial measurements. The fourth exogenous variable, price (R), remains with (4) items reduced from (9) items, Factor five (5), which is quality (Q), consists of (4) remaining items reduced from (7), the sixth (6) independent variable, which is masculinity culture (MC), remains with (4) items reduced from (6) items, the latent seventh variable, which is family, consists of (4) remaining items reduced from (7) items. And the eighth factor of exogenous latent variables is government support (GS), consisting of (4) items, reduced from (8) in initial measurements (Table 5.14).

However, most of the variables indicated achieved a good fit as per the recommended value (Hair et al., 2010). Moreover, the final modified model for each exogenous variable model yielded a good result of fit as recommended by Hair et al., (2010) as mentioned earlier in Table 4.12 in Chapter Four.

Table 5.14

CFA of All Measurement and Structured Model (Goodness-of –Fit Indices)

V/COD	Items	Items remaining	Chi-square χ	DF	Ratio/ CMIN/ DF	CFI	GFI	AGFI	NFI	RMSEA	P-value
P	11	4	2.861	2	1.431	.997	.997	.987	.991	.028	.239
T	8	4	4.083	2	2.042	.995	996	981	.991	.044	.130
AD	8	6	16.430	9	.058	.990	.990	977	.977	.039	.059
R	9	4	4.079	2	2.039	.995	.996	981	.990	.044	.130
Q	7	4	8.071	2	4.036	.984	.993	964	.979	.075	.018
MC	6	4	3.224	2	1.612	.996	.997	985	.990	.034	.200
F	7	4	4.070	2	2.035	.997	.998	982	.995	.044	.131
G S	8	4	5.663	2	2.826	.996	.995	974	.994	.058	.059
PI	8	4	3.055	2	1.528	.999	.997	986	.997	.031	.217
AP	6	4	4.538	2	2.27	.993	.998	.979	.988	.49	.103
EXO	64	16	94.972	76	1.250	.991	.978	961	.958	.022	.069
ENDO	14	6	12.470	8	1.559	.996	.993	981	.990	.032	0.131
Exo and Endo	78	21	168.40	144	1.169	.993	.971	953	.954	.018	.080
Hypoth	78	21	168.40	144	1.169	.993	971	953	.954	.018	.080

Table 5.14 shows that the goodness of fit index for Chi-square χ^2, Df, Ratio/CMIN/DF, CFI, GFI, AGFI, NFI, RMSEA and p-value, and goodness–of-fit indices for the exogenous model, including patriotism, trust, advertising, price, quality, masculinity culture, family and government support.

Most of the indices achieve an index of good fit as per recommended values (Hair et al., 2010).

Below, Figure 5.3 and Figure 5.4 show the resulting statistical estimates before fit and after fit of all exogenous models. Moreover, the final modified yields Ratio/CMIN/DF= 1.250 and p-value = .069, which is significant at the level of 0.05. Also other fit measures also indicate the goodness of fit of the model to the data (Chi-square= 94.972, DF =76, Ratio/CMIN/DF=1. 250, CFI = .991, GFI = .978, AGFI = .961, NFI = .958, RMSEA = .022 and P- value = 0.069). The results of the CFA for all latent variables can be found in Appendix H/5.7.

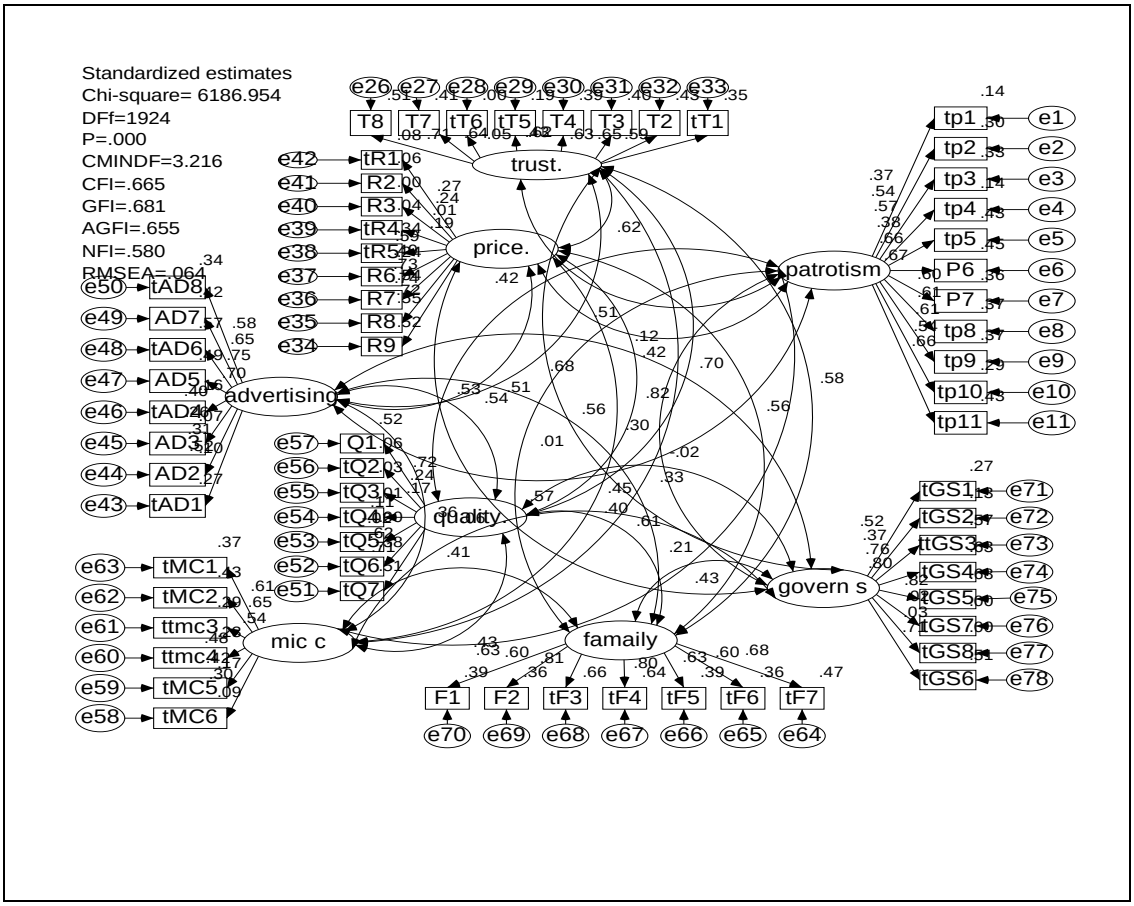


Figure 5.3.

CFA for exogenous before fit

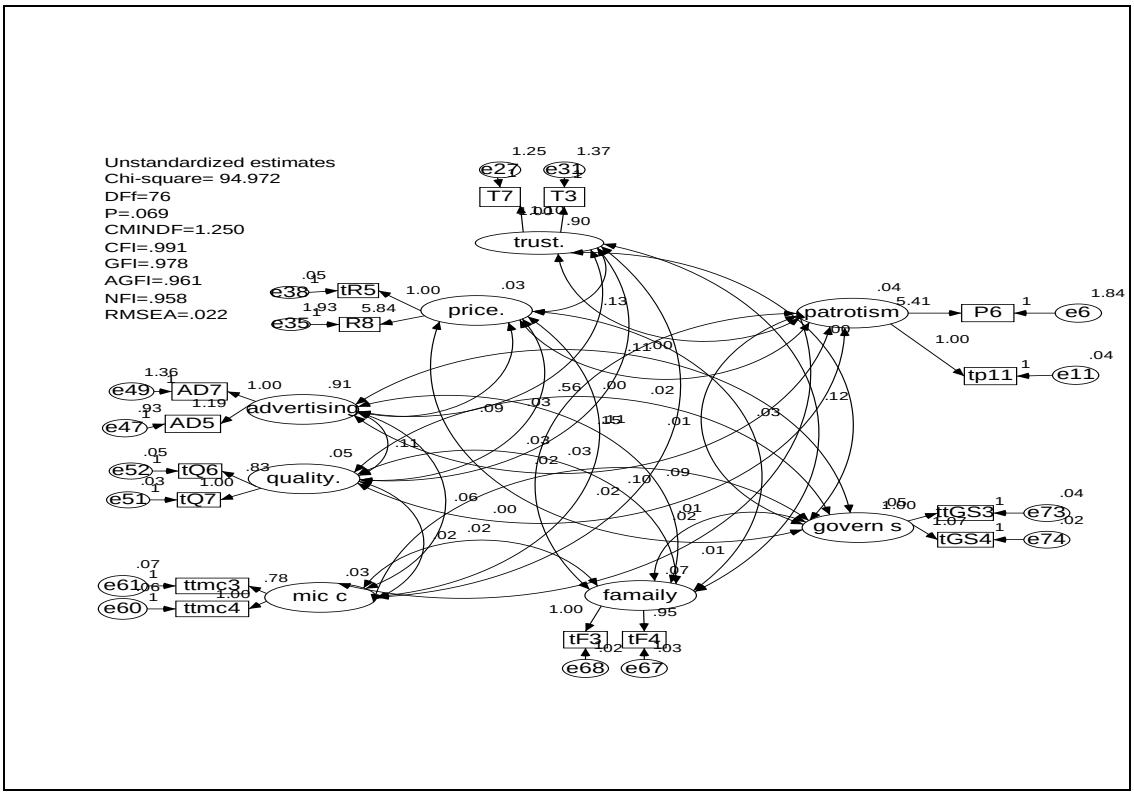


Figure 5.4.

CFA For Exogenous After Fit

5.8.2.Confirmatory Factor Analysis (CFA) of Endogenous Variables

In this study there are two endogenous variables, which are purchase intention and actual purchase. Figure 5.5 and Figure 5.6 show the resulting statistical estimates before fit and after fit for the two endogenous models. Moreover, Table 5.15 above shows that the GOFI results of the endogenous model, which are; Chi-square= 12.470, DF =8, Ratio/CMIN/DF=1. 559, CFI = .996, GFI = .993, AGFI = .981, NFI = .990, RMSEA = .032 and P- value = 0.131, indicating that the value of the overall model has achieved the recommended values, given by Hair (2006). In addition, Appendix H/5.7 displays the examinations of the goodness-of–fit indices that are based on the endogenous model.

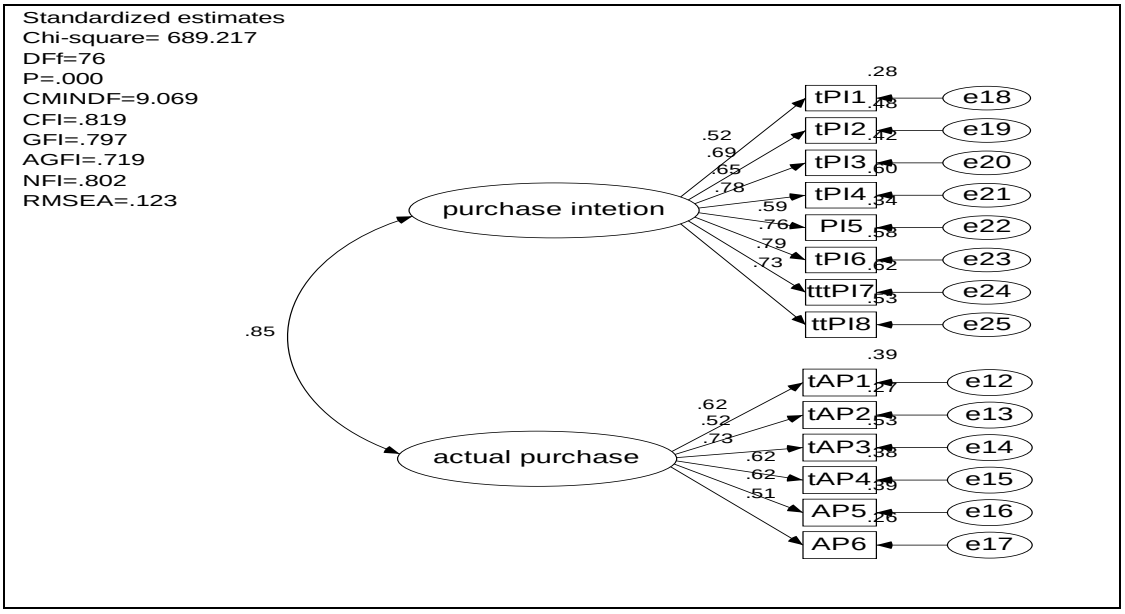


Figure 5.5.

CFA for Endogenous Variables before Fit

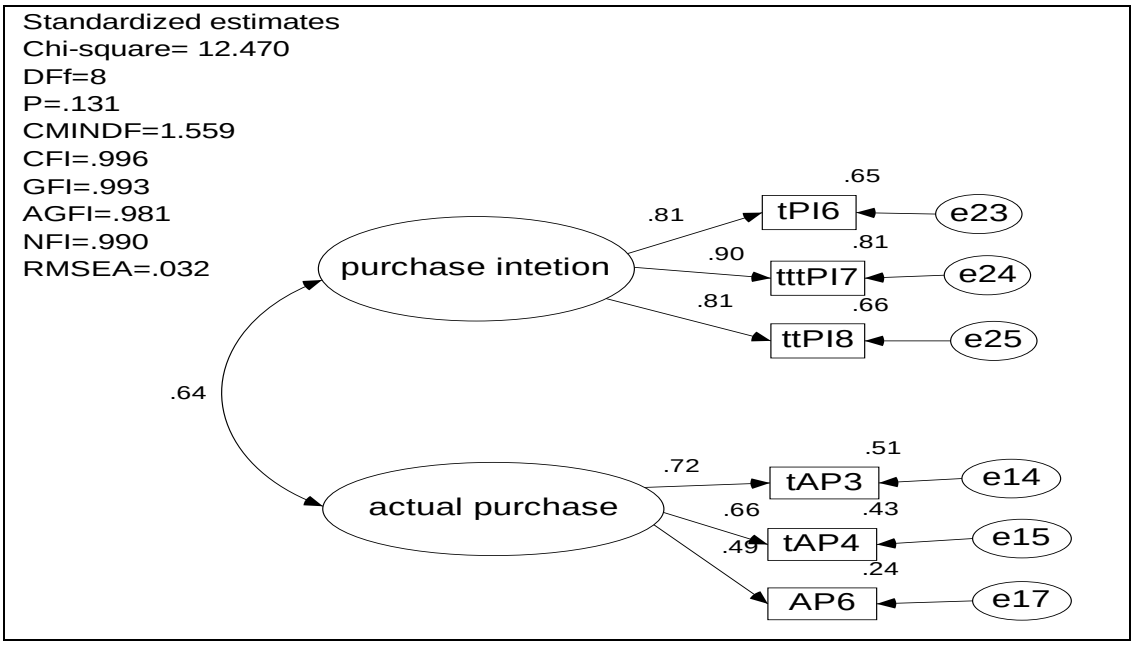


Figure 5.6.

CFA for Endogenous Variables after Fit

5.9. Hypothesized Model

In this study, the hypothesized model includes seventeen direct hypotheses; H1a purchase intention and actual purchase, H1b patriotism and actual purchase, H1c price and actual purchase, H1d quality and actual purchase,H1e government support and actual purchase, H1f (new) trust and actual purchase,H1g (new) advertising and actual purchase, H1h (new) masculinity culture and actual purchase,H1i (new) family and actual purchase, H2a patriotism and purchase intention,H2b trust and purchase intention, H2c advertising and purchase intention, H2e quality and purchase intention, H2f masculinity culture and purchase intention, H2g family and purchase intention and H2h government support and purchase intention.

The primary aim of the hypothesized model is to define whether the relationship between the research constructs fits the data moderately according to the absolute, incremental, and parsimonious model fit measure, which is assessed by goodness of fit indices (NFI ratio, IFI, TLI, CFI, RMSEA, AGFI, TLI, CFI, NFI, GFI). They were used to test if the research constructs fit the data. The results of the hypothesized model in Table 5.15 shows that a value for the ratio that is more than 2 indicates an insufficient fit. Consequently, the ratio in the hypothesized model for this study had an insufficient fit. Because it is more than 2 (Ratio/CMIN/DF = 2. 873), indicating that the data did not fit. Moreover Incremental indices: (CFI = 0. 684, GFI= 0.653, AGFI= 0. 629, NFI= 0. 587) did not fit the data well, since the value that is in close proximity to 1 show a better fit. The Parsimonious indices fit index (RMSEA) is considered as the best measure for the model fit. The results showed that (RMSEA= 0. 59) was in the recommended range of 0.05 and 0.08 and was less than 0.10 (Hair et al., 2010).

In addition, the p-value indicator, which indicates the ability or the inability for the generalization of this study, was found in hypothesizing model to be 0.000, which means that, the results cannot be generalized (Hair et al., 2010). The results of the hypothesized model can be found in Appendix I/5.8. From Table 5.16 ,the results of the hypothesized model show that the p-value has not been achieved yet and all model fit index ratios, NFI, IFI, TLI, CFI, AGFI, TLI, CFI, NFI, GFI did not perfectly fit the sample data except RMSEA which was in the recommended range of 0.05 and 0.08 and was less than 0.10 (Hair et al. 1998).

According to Hair et al. (2006), Modification Indices (MI) / covariance in the output of AMOS is the amount of the overall $\chi 2$ value that would be reduced by freeing any single particular path that is not currently estimated. By looking at the modification indices for the error terms, the researcher found that the value for the covariance between some error terms is high, although the model does not recommend adding this relationship. The MI indicates a high degree of covariance between these items but it is not captured by the model constructs - in other words, if there are high modifications indices between the items and its loading is low, these items become candidates for deletion to achieve model fit improvement (Hiar et al. 2006), (for more details of Hypothesized Model refer to I/5.8). Therefore, the next step is to improve these fit indices by careful MI deletions.

Table 5.15

(Goodness-of –Fit Indices) of Exogenous Model, Endogenous Model, Exogenous and Endogenous Model, Hypothesized Model, Hypothesized Model after Fit/Generated Model

Indicators	**Exogenous model**	**Endogenous model**	**Exogenous and Endogenous Model**	**Hypothesized model Before fitting**	**Hypothesized model After fitting/Generated model RM**	**Competing models underpinning theory TPB**	**Threshold value /Criteria value (Hair et al., 2010)**
Absolute indices: Chi-square $\chi 2$	94.972	12.470	168.401	8277.730	168.401	82.090	
DF	76	8	144	2881	144	69	< 2
Ratio/CMIN/DF	1.250	1.559	1.169	2.873	1.169	1.190	
Incremental indices:							
CFI	.991	.996	.993	.684	.993	.995	> 0.90
GFI	.978	.993	.971	.653	.971	.980	> 0.90
AGFI	.961	.981	. 953	.629	.953	.985	> 0.90
NFI	.958	.990	.954	.587	.954	.969	> 0.90
Parsimonious indices:							
RMSEA	.022	.032	.018	0.59	.018	0.019	< 0.08
P-value	.069	0.131	.080	.000	.080	0.134	> 0.05

5.10. Generated Model Gm/Hypothesized Model after Fit

To improve the structural model fit, the researcher excluded the items that have high error and the low factor loading using modification indices (MI) to achieve GOF. The results in Table 5.15 show that GOFI, such as a ratio value is less than 2 (1.69), indicating sufficient data fit. Moreover, CFI= 0.993, GFI= 0.971, AGFI= 0.953 and NFI= 0.954 fit the data well, since the values that are in close proximity to 1 show better fit. In addition, the parsimonious fit index (RMSEA) is considered as the better measurement for the model fit as the results showed that RMSEA =0. 018, which was in the recommended range of 0.05 and 0.08 and less than 0.10 (Hair et al. 1998; 2006). The p-value indicator, which indicates the ability or inability for model generalization was found in the Generated model to be equal 0.080, it means that the results of this study can be generalized to all the probable population of this study (Hair et al. 2006). The Generated model shows more details in Appendix J/5. 9.

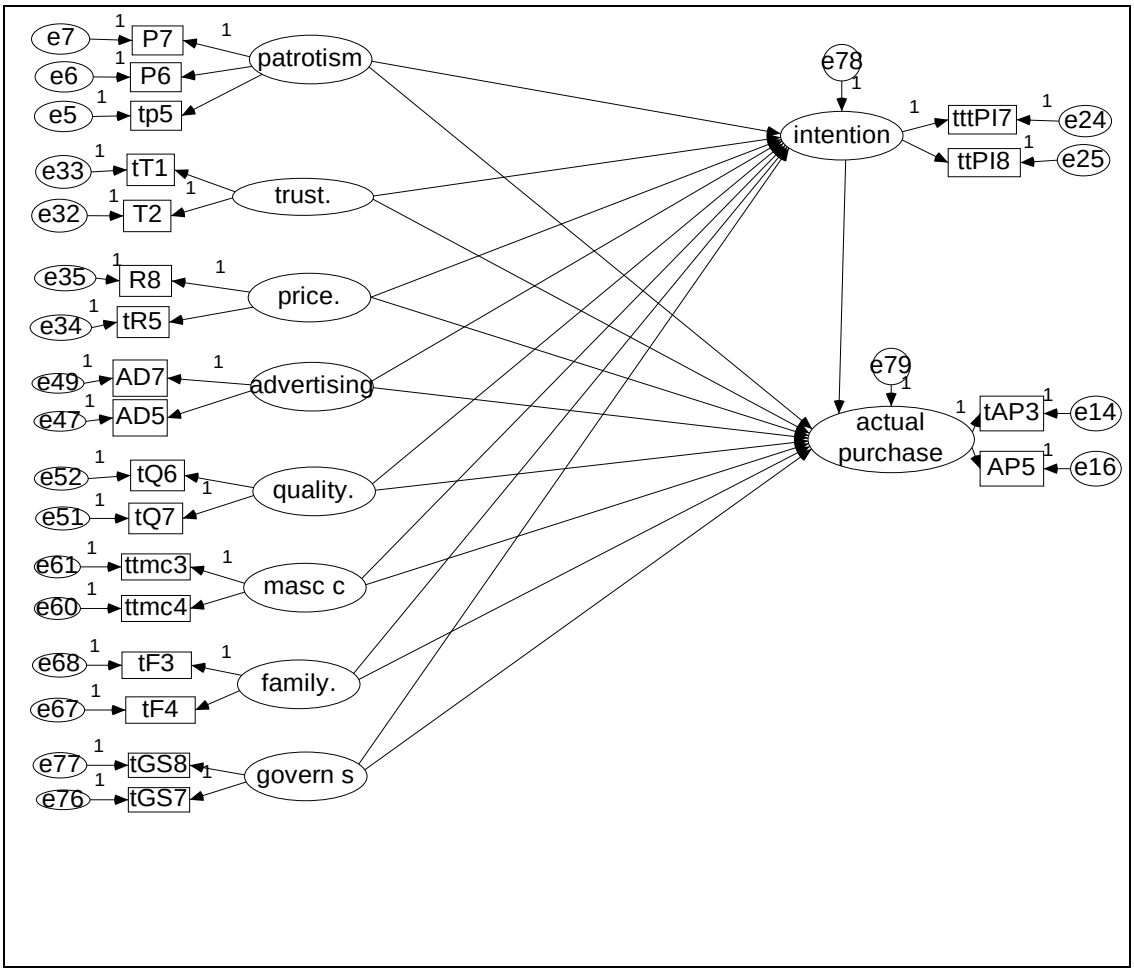


Figure 5.7.1

Generated Models (GM) without Result

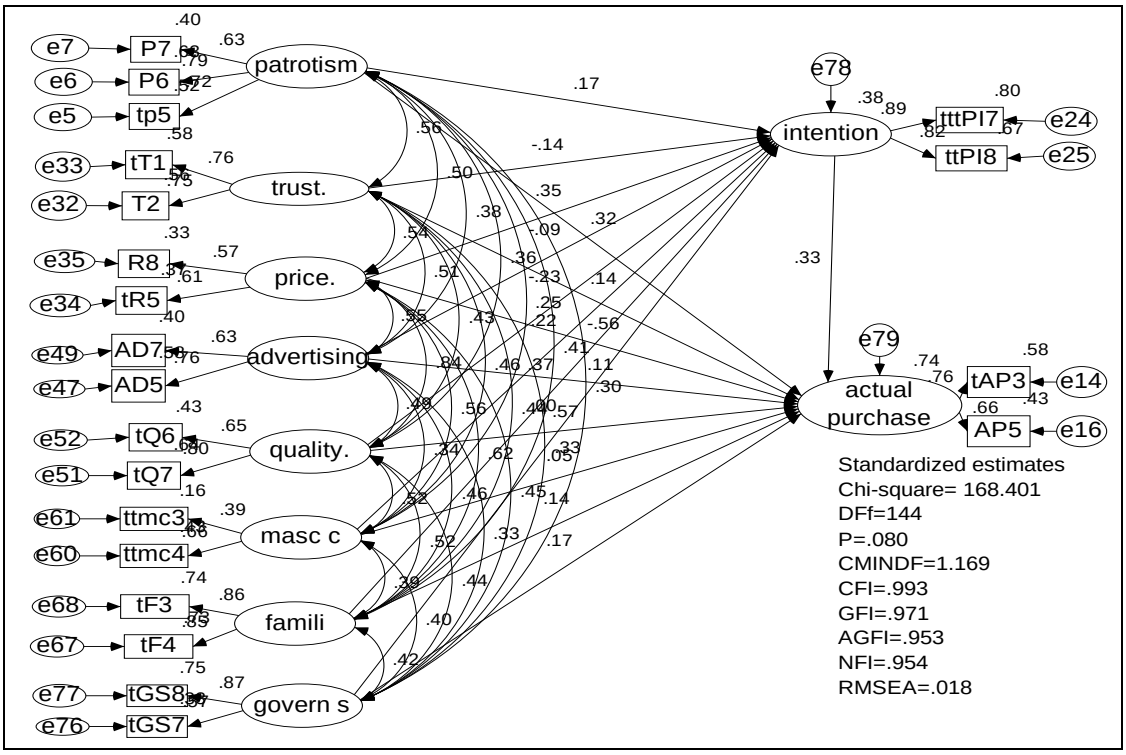


Figure 5.7. 2

Generated Models (GM) with Result

Table 5.16

Generated Model (GM) Goodness-Of-Fit Indice)

Indicators	**Generated Model (RM) Hypothesized model Afterfitting/**	**Threshold value /Criteria value) (Hair et al., 2010)**
Absolute indices:		
Chi-square χ	168.401	
DF	144	
Ratio/CMIN/DF	1.169	Less than 2
Incremental indices:	.993	0.90 and above
CFI	.971	0.90 and above
GFI	.953	0.90 and above
AGFI	.954	0.90 and above
NFI		
Parsimonious indices:		
RMSEA	.018	Less than 0.08
P-value	.080	More than 0.05

When the entire model fit indices show a better fit to the data, it means the univariate normality and multicollinearity assumption also support the overall measurement. Moreover, reliability tests convergent and discriminant validities also

support the overall measurement quality.Thus, the measurement is deemed sufficient for testing the structural or path coefficient that estimates the hypothesized relationships between the latent variables of the model used in the study (Anderson & Gerbing, 1992). However, in order to test the Generated Model (RM), it is essential to investigate the statistical significance of the standardized regression weights (t-value) at 0.01, 0.05, and 0.001 level; and the coefficient of determination (R2) for the endogenous variables in the research model. In addition, the estimation of the Generated model is discussed below.

5.11. Squared Multiple Correlation for Endogenous Variable

The proposed research model (with path coefficients), was obtained alongside the coefficient of determinations of the Squared Multiple Correlation (SMC) or (R2) for the endogenous research variables. Table 5.17 below shows that each of the two dependent/endogenous variables from the research model were significantly influenced by the corresponding independent variables. The R2 values were 0.383% for Purchase Intention and 0.743% for Actual Purchase. The model accounted for (0.383%) of the variance in purchase intention (PI), which was influenced by eight variables/antecedents: patriotism, trust, price, advertisement, quality, masculinity cultural, family and government support. Also seventy-four percent (0.743%) of the variance in Actual Purchase, was influenced by nine variables/antecedents: purchase intention, patriotism, trust, price, advertisement, quality, masculinity culture, family and Government support.

Table 5.17
Squared Multiple Correlation Results

Endogenous Variable	Squared Multiple Correlation (SMC) = R^2
Purchase Intention	0.383%
Actual Purchase	0.743%

5.12. Hypotheses Results

Since all model fit indices show a better fit to the data, and the reliability tests showed that convergent and discriminant validities assumption was supported, the generated model is considered adequate for testing the path coefficient that estimates the hypothesized relationships of the model studied (Anderson & Gerbing, 1992).

5.12.1. Direct Hypothesis Results/ Generated Model

The finding from the empirical study, as shown in this section, offered interesting results for discussion, which extended the earlier research in the areas of the actual purchase of a localbrand (AP). As noted in Table 5.19, seventeen direct hypotheses related to the aims of this study were developed and tested. Out of seventeen hypotheses that relate to the direct path between the variables of this study, seven hypotheses were supported and ten hypotheses were unsupported.

Table5.18
*Direct Hypotheses Testing Results Of Generated Model*Regression Weights: (Group number 1 - Default model)

Direct Hypotheses				Std Estimate	S.E.	C.R.	P	Status
H1a	Actual purchase	<---	Intention	.329	.067	3.821	***	Sig
H1b	Actual purchase	<---	Patriotism	.324	.018	3.436	***	Sig
H1c	Actual purchase	<---	Price.	-.563	.080	-1.577	.115	Insig
H1d	Actual purchase	<---	Quality.	.570	.244	2.209	.027	Sig
H1e	Actual purchase	<---	Govern s	.167	.091	2.404	.016	Sig
H1f (new)	Actual purchase	<---	Trust.	.141	.016	1.427	.154	Insig
H1g (new)	Actual purchase	<---	Advertising	.111	.020	1.261	.207	Insig
H1h(new)	Actual purchase	<---	Masc c	.051	.203	.460	.646	Insig
H1i (new)	Actual purchase	<---	Family	.139	.075	1.612	.107	Insig
H2a	Intention	<---	Patriotism	.175	.020	2.146	.032	Sig
H2b	Intention	<---	Trust.	-.142	.019	-1.599	.110	Insig
H2c	Intention	<---	Advertising	-.086	.024	-1.090	.276	Insig
H2d	Intention	<---	Price.	.349	.078	1.290	.197	Insig
H2e	Intention	<---	Quality.	-.230	.243	-1.156	.248	Insig
H2f	Intention	<---	Masc c	.223	.249	2.101	.036	Sig
H2g	Intention	<---	Family	.374	.087	4.847	***	Sig
H2h	Intention	<---	Govern s	.004	.107	.070	.944	Insig

Based on the results (Table 5.18) above, the rest of this section has been briefly explained, and the research findings of the seventeen hypotheses have been discussed. Chapter five discusses the results in deeper detail. Hence, the results show that purchase intention (PI) β has a significant and positive influence on actual purchase (AP) (Std Estimate/β =. 329, C.R. = 3.821, P<. 001***), or H1a is supported.

This study indicates patriotism has a significant and positive influence on the actual purchase of local brands in Yemen (AP) (Std. Estimate/β =. 324, C.R. = 3.436,

p-valu=P<. 001***), or H1b is supported. Price (R) was shown to have an insignificant influence on actual purchase (AP) (Std. Estimate β = -. 563, C.R. = -1.577, p= .115), so H1c is unsupported. Quality (Q), on the other hand, has a significant effect on actual purchase (AP) in Yemen (Std. Estimate /β=0. 570; C.R. = 2.209; p-value=0. 027), so H1d is supported. Government support (GS) has a significant and positive influence on the actual purchase of a local brand in Yemen (AP) (Std. Estimate /β =0. 167; C.R. = 2.404; p-value=0. 016),so H1e is supported.

Four new hypotheses, as suggested by the path of AMOS, were unsupported: Trust (T) has an insignificant effect on the actual purchase (AP) of local brands in Yemen (Std. Estimate /β=0. 141, C.R. = 1.427, p-value=0 .154), so H1f (new) is unsupported; advertising (AD) has an insignificant effect on the actual purchase (AP) of local brands in Yemen (Std. Estimate /β= 0 .111, C.R. =1. 261, p-value=0. 207), so H1g (new) is unsupported; masculinity culture (MC) has an insignificant effect on the actual purchase (AP) of local brands in Yemen (Std. Estimate /β =0. 051, C.R. =. 460, p-value=0. 646), so H1h (new) is unsupported, and family (F) also has an insignificant effect on the actual purchase (AP) of local brands in Yemen (Std. Estimate /β=0. 139, C.R. = 1.612; p-value=0. 107), so H1i (new) is unsupported.

However, in the above results (Table 5.19), patriotism (P) was shown to have a significant and positive influence on purchase intention (PI) of local brands in Yemen (Std. Estimate /β = 0.175, C.R. = 2.146, p-value= 0.32), so H2a is supported, while trust (T) has an insignificant effect on the purchase intention (PI) of local brands in Yemen (Std. Estimate /β = -0.142, C.R. = -1.599, p-value = 0. 110), so H2B is unsupported; advertising (AD) has an insignificant effect on the purchase intention (PI) of local brands in Yemen (Std. Estimate /β = -0.086, C.R. = -1.090, p-value = 0. 276),so H2c is unsupported; price (R) has an insignificant effect on the

purchase intention (PI) of local brands in Yemen (Std. Estimate /β = 0.349, C.R. = 1.290, p-value = 0. 190), so H2d is unsupported; quality (Q) has aninsignificant effect on the purchase intention (PI) of local brands in Yemen (Std. Estimate/β = -0.230, C.R. = -1.156, p-value = 0. 248), so H2e is unsupported.

Masculinity culture (MC) has a significant and positive influence on the purchase intention (PI) of local brands in Yemen (Std. Estimate /β = 0.223, C.R. = 2.101, p-value = 0. 036), so H2f is supported. Family (F) has a significant and positive influence on the purchase intention (PI) of local brands in Yemen (Std. Estimate /β = 0.223, C.R. = 4.847, p-valu= P<. 001***), so H2g is supported, and government support (SD) has an insignificant effect on the purchase intention (PI) of local brands in Yemen (Std. Estimate /β = 0.004; C.R. = 0.070; p-value = 0. 944),so H2h is unsupported. Based on the hypotheses results, a simplified path model of the current study findings is presented in the following Figure5.8 which shows the significant and insignificant relationships.

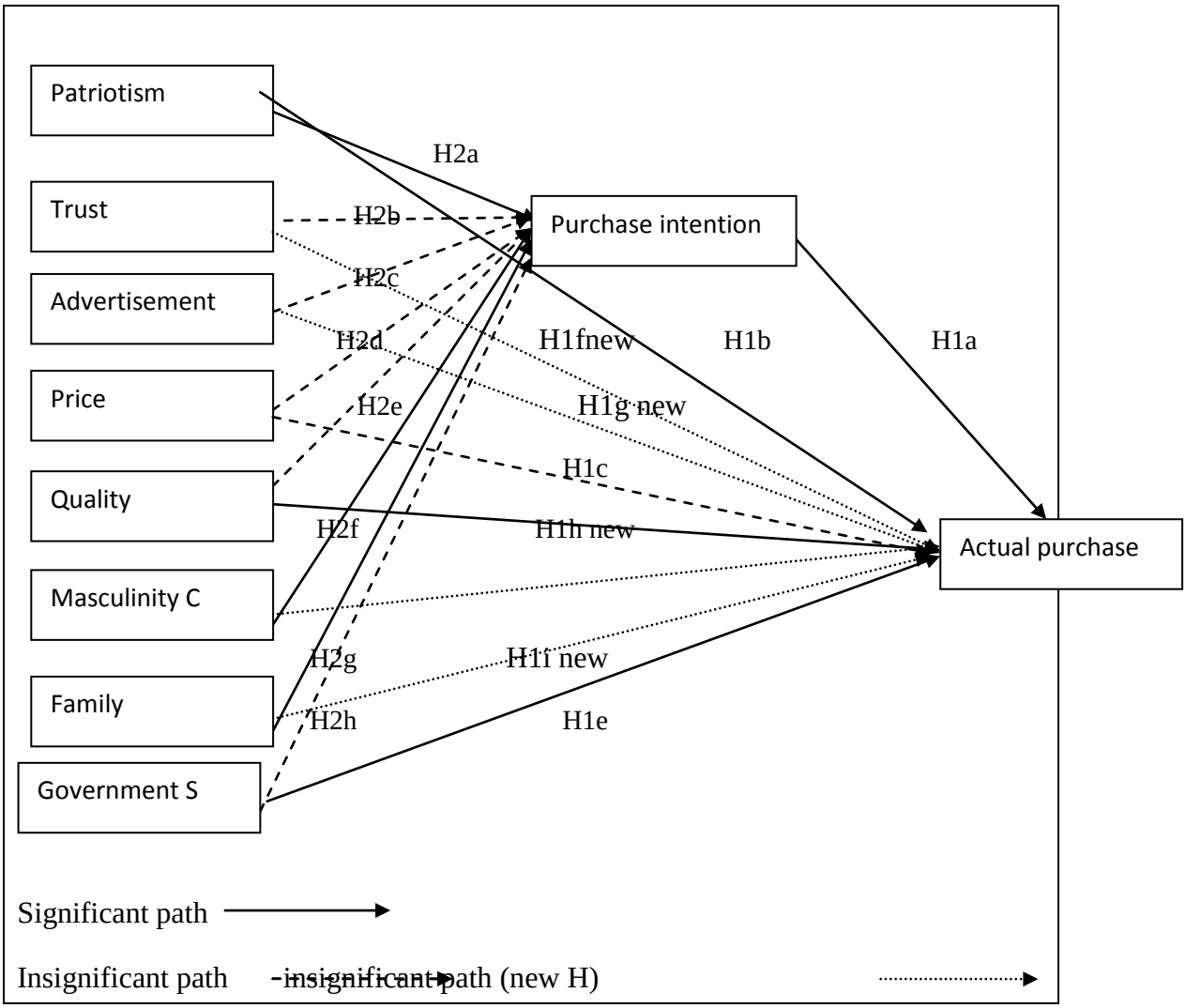


Figure 5.8.
Significant and Insignificant Paths between the ModelConstructs/Generated Structural Moel

5.12.2. Mediating Effect/Indirect Effect of Variables Interaction& the Indirect Hypotheses Testing Results of the Revised Model

The final revised model (RM), or generated model, produces the indirect effect estimates that indicate whether the mediating effect is supported. This study consists of four mediating hypotheses and four new mediating hypotheses as presented diagrammatically below (Table 5.19). Table 5.19 presents all the hypotheses, which maintain that purchase intention is a mediator between patriotism, price, quality, Government support, (new) family, (new) Masculinity culture, (new) trust, (new) advertising, and actual purchase.

From the comparison of direct and indirect effects of this relationship, it shows that: purchase intention is a partial mediator between patriotism and actual purchase, purchase intention is a full mediator between family and actual purchase (new), and purchase intention is a full mediator between masculinity culture and actual purchase (new),as shown below in Table 5.19.

Therefore, H3a, H3e (new), H3f (new), which postulate that purchase intention mediates the relationship between patriotism, family, masculinity culture, and actual purchase are supported.

On the other hand, from the comparison of the direct and indirect effects before and after this relationship, which maintain that purchase intention is a mediator between price, quality, government support, (new) trust and (new) advertising, and actual purchase. From the comparison of direct and indirect effects of this relationship, it shows that the indirect effects are:

Price: β= 0.115, Quality: β= 0.075, government support: β= 0.001, Trust: β= 0.047, andAdvertising: β= - 0.028, which are insignificant, and of very small value. The

direct effects are: β= -0.563, 0.570, 0.167, 0.141, and 0.111, which are much larger than the indirect effects, as shown below in Table 5.19. Thus, purchase intention does not mediate the relationship between price, quality, government support, trust, advertising, and actual purchase.

Therefore, H3b, H3c, H3d, H3g (new) and H3h (new), which postulates that purchase intention mediates the relationship between price, quality, government support, trust and advertising, and actual purchase are rejected.

Table 5.19
Indirect Effect of Variables Interaction

H	Exogenous		Mediated By		Endogenous	Indirect Effects Estimate	Direct Effects Estimate	Mediating Hypothesis
H3a	Patriotism	-->	Intention	-->	Actual Purchase	0.057	0.324	Partial mediation
H3b	Price	-->	Intention	-->	Actual Purchase	0.115	-0.563	Not Mediating
H3c	Quality	-->	Intention	-->	Actual Purchase	0.075	0.570	Not Mediating
H3d	Government support	-->	Intention	-->	Actual Purchase	0.001	0.167	Not Mediating
H3e (new)	Family	-->	Intention	-->	Actual Purchase	0.123	0.139	Full mediation
H3f (new)	Masculinity culture	-->	Intention	-->	Actual Purchase	0.073	0.051	Full mediation
H3g (new)	Trust	-->	Intention	-->	Actual Purchase	0.047	0.141	Not Mediating
H3h (new)	Advertising	-->	Intention	-->	Actual Purchase	-0.028	0.111	Not Mediating

Table5.20

Total Effect of Mediating Variable/ from Table of StandardizedIndirect, Direct and Total Effects (Group number 1 - Default model) output of Generated model by AMOS

H	Exogenous		Mediated		Endogenous	Indirect + Direct Effects	Total Effect
H3a	Patriotism	--->	Intention	--->	Actual Purchase	(0.057+ .324)	0.381
H3b	Price	--->	Intention	--->	Actual Purchase	(0.115+ --.563)	-0.448
H3c	Quality	--->	Intention	--->	Actual Purchase	(0.075+0 .570)	0.495
H3d	Government support	--->	Intention	--->	Actual Purchase	(0.001+ 0.167)	0.169
H3e (new)	Family	--->	Intention	--->	Actual Purchase	(0.123+ 0.139)	0.262
H3f (new)	Masculinity culture	--->	Intention	--->	Actual Purchase	(0.073+0.051)	0.125
H3g (new)	Advertising	--->	Intention	--->	Actual Purchase	(-0.028+0.111)	0.83
H3 h (new)	Trust	--->	Intention	--->	Actual Purchase	(0.047+ 0.141)	0.094

Note: Standardized path estimates are reported

Table5.21

Standardized Total Effects (Group number 1 - Default model)

	Government support	Price.	Family	Masculinity culture	Quality.	Advertising	Trust.	Patriotism	Intention	Actual purchase
Intention	.004	.349	.374	.223	-.230	-.086	-.142	.175	.000	.000
Actualpurchase	.169	-.448	.262	.125	.495	.083	.094	.381	.329	.000

Table5.22

Standardized Indirect Effects (Group number 1 - Default model)

	Government support	Price	Family	Masculinity culture	Quality	Advertising	Trust	Patriotism	Intention	Actual purchase
Intention	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
Actual purchase	.001	.115	.123	.073	-.075	-.028	-.047	.057	.000	.000

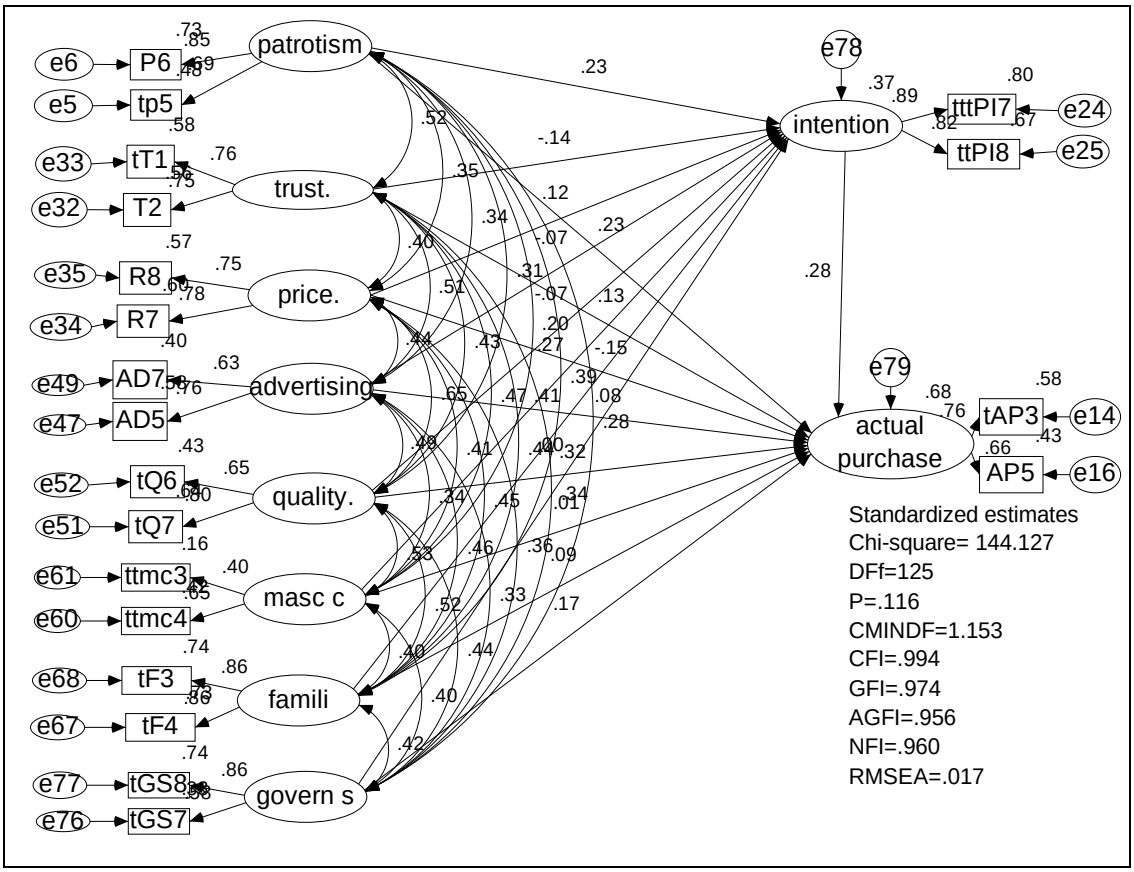


Figure 5.9.

Generate Model

5.12.3. Testing for Mediating Effect

The final Generated Model (GM) produces the indirect effect estimates thatindicate whether the mediating effect is supported. This study consists of four mediating hypotheses and four new hypotheses mediating as presented diagrammatically inFigure 5.9.

Figure 5.10 to Figure 5.17 present all the hypotheses of mediating effects (H3a, H3b, H3c, H 3d, H3e (new), H3f (new), H3g (new) and H3h (new)), which maintain that purchase intention is a mediator between 18H3a/patriotism, 19H3bprice, 20H3c quality, 21H3d Government support, 22H3e family new, 23H3f Masculinity culture new, 24H3g trust new, and 25H3h advertising new, and actual purchase). From the comparison of direct and indirect effects of this relationship, before and after linking paths with the dependent variable, actual purchase (AP), as shown below:

1. In figure 5.10 the relationship between patriotism (P) and actual purchase AP(line C) is reduced, but remains significant when purchase intention (PI) is included as an additional predictor, therefore, partial mediation is supported.

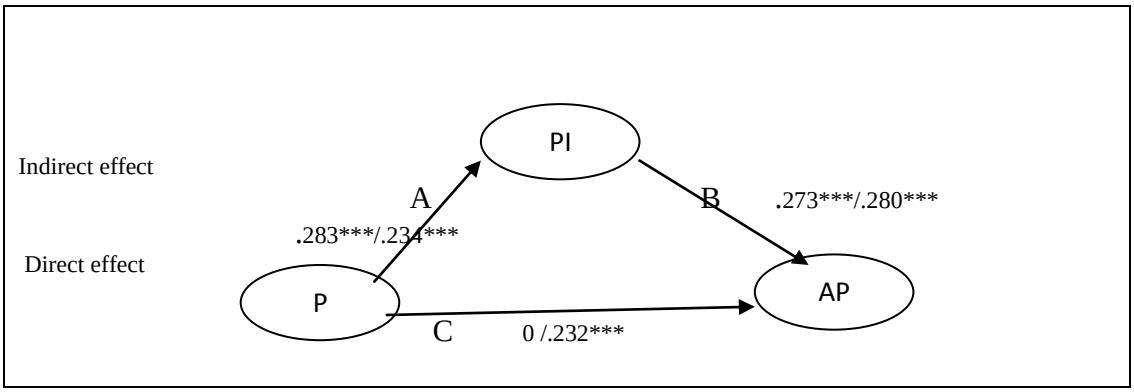


Figure 5.10.
Purchase Intention Partial Mediation between Patriotism and Actual Purchase

Therefore, hypothesisH3a is supported: purchase intention (PI) is a partial mediator between patriotism (P) and actual purchase (AP) is supported.

2. The relationship between price (R)and actual purchase (AP)(lineC) remains significant and unchanged when purchase intention PI is included in the model as an additional predictor (R and PI now predict AP), then mediation is not supported. As shown in (Figure 5.11).

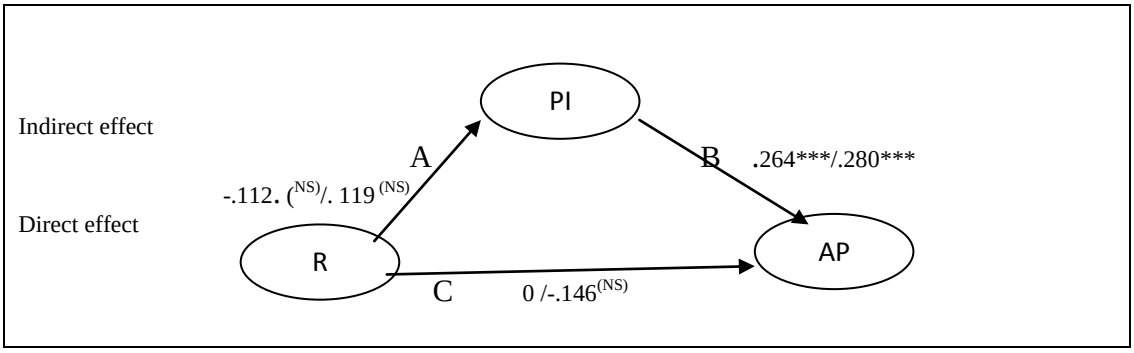


Figure 5.11.
Purchase Intention Not Supported Mediation between Price and Actual Purchase

Therefore hypothesis H3b is rejected as purchase intention PI fails to mediate between price (R) and actual purchase (AP).

3. The relationship between quality (Q) and actual purchase (AP) (line C) remains significant and unchanged when purchase intention PI is included in the model as an additional predictor (Q and PI now predict AP), then mediation is not supported. As shown below in (Figure 5.12).

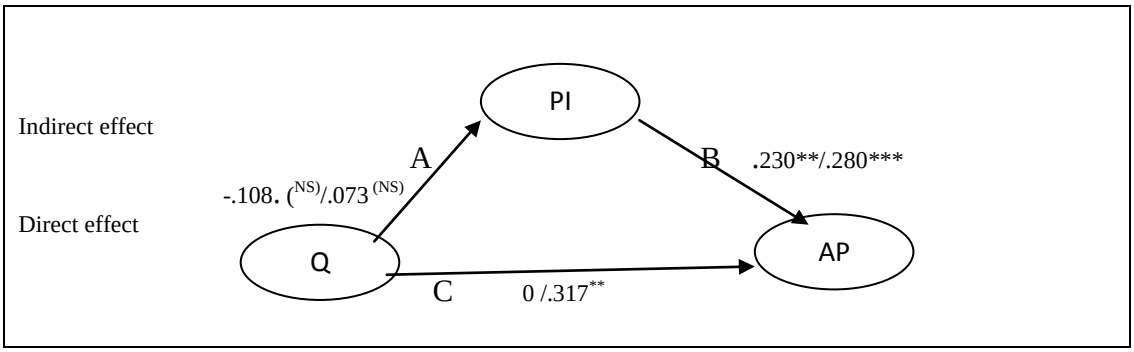


Figure 5.12.
Purchase Intention not Supported Mediation between Quality and Actual Purchase

Therefore hypothesis H3c is rejected, aspurchase intention (PI)fails to mediate between quality(Q) and actual purchase AP.

4. The relationship between government support (GS)and actual purchase (AP): ie (line C) remains significant and unchanged one purchase intention PI is included in the model as an additional predictor (GS and PI now predict AP), then mediation is not supported. (Figure 5.13).

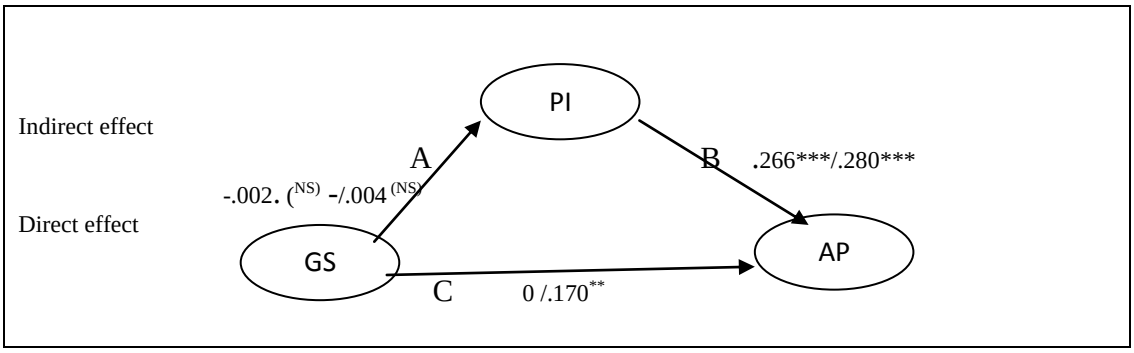


Figure 5.13.
Purchase Intention not Supported MediationGovernment Support and Actual Purchase

Therefore hypothesis H3c is rejected aspurchase intention (PI) fail to mediate between government support (GS) and actual purchase (AP).

5. The relationship between family (F) and actual purchase (AP)(line C) is reduced to a point where it is not statistically significantafter purchase intention (PI) is included as a mediating construct, so full mediation is supported (Figure 5.14).

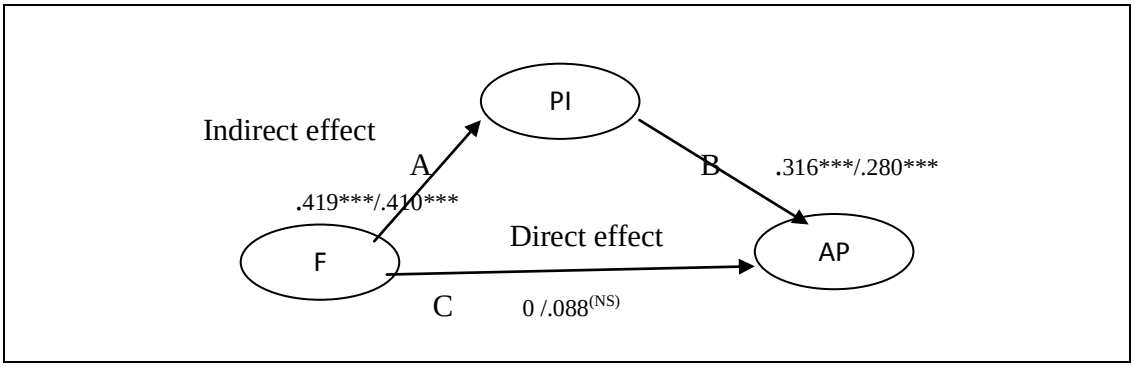


Figure 5.14.
Purchase Intention Full Mediation betweenFamilyand Actual Purchase

Therefore hypothesisH3e is supported to purchase intention (PI) as a full mediator between family (F) and actual purchase (AP).

6. The relationship between masculinity cultures(MC) and actual purchase (AP)(line C) is reduced to a point where it is not statistically significantly after purchase intention (PI) is included as a mediating construct, so full mediation is supported,as shown down in (Figure 5.15).

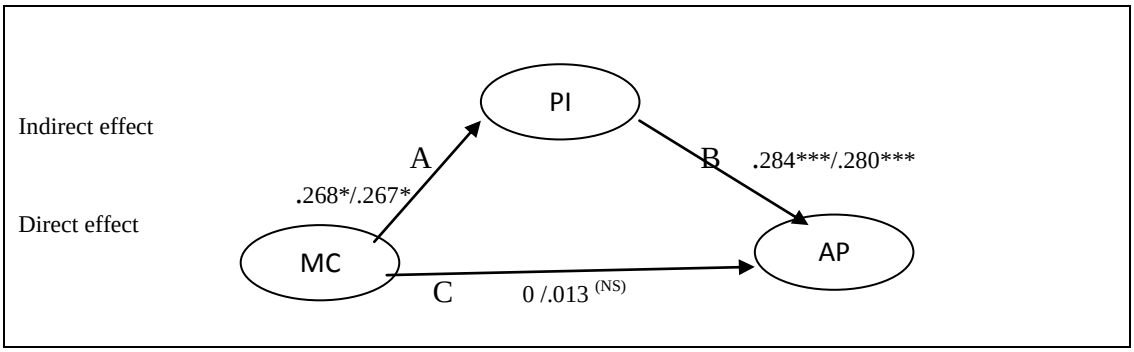


Figure 5.15.
Purchase Intention Full MediationbetweenMasculinityCulture and Actual Purchase

Therefore hypothesisH3f: is support purchase intention (PI) as a full mediator between masculinity culture (MC) and actual purchase AP.

7. The relationship between trust (T)and actual purchase (AP) (line C) remains significant and unchanged when (PI) is included in the model as an additional predictor (T and PI now predict AP), then mediation is not supported. (Figure 5.16).

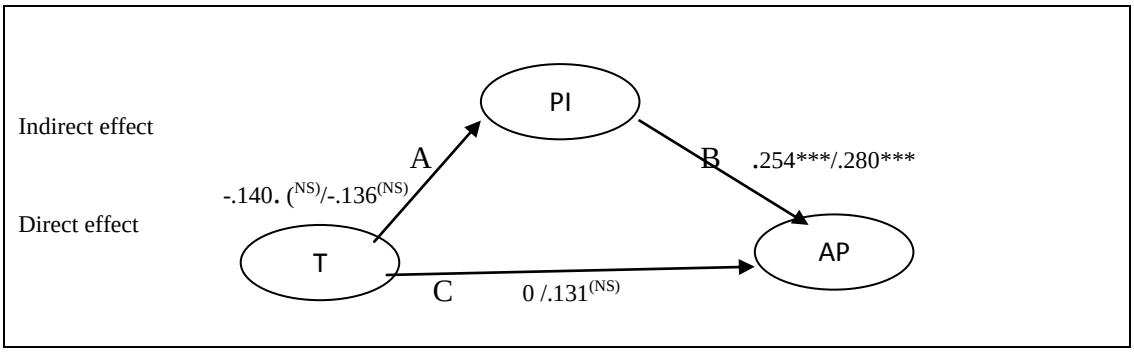


Figure 5.16.
Purchase Intention not Supported Mediation betweenTrust and Actual Purchase

Therefore, hypothesisH3g is rejected aspurchase intention (PI)fails to mediate between trust (T) and actual purchase (AP).

8. The relationship between advertisement (AD)and actual purchase (AP) (line C) remains significant and unchanged once(PI) is included in the model as an additional predictor (T and PI now predict AP), then mediation is not supported. (Figure 5.17).

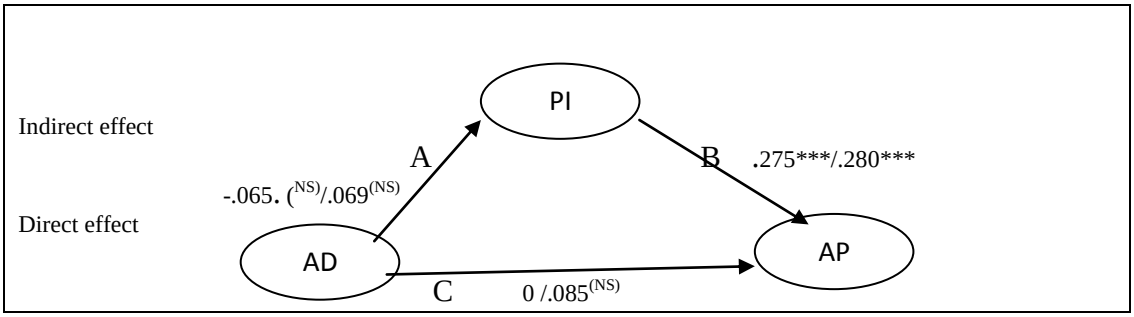


Figure 5.17.
Purchase Intention not Supported Mediation between Advertisment and Actual Purchase

Therefore, hypothesisH3g is rejected aspurchase intention (PI)fails tomediate between advertisement (AD) and actual purchase (AP).

5.13. Competing Model Analysis / Alternative Model/ (Original Model)

The study's model is based on the underpinning theory of planned behavior (TBP) (Ajzen, 1991). The competing model of this study, the alternative model was examined to see whether the proposed theoretical model is reliable or not with the actual data. When the original model was tested with the study data, it showed a model fit of p-value equal to 0.134 (p-value more than the recommended 0.05 threshold), and thus, failed to establish data fit for the competing models as shown below in Table 5.23.

5.13.1. Goodness-Of-Fit Indices of Competing Models (TPB)

The result of the examination of the goodness of indices (GFI) of the competing model used on the theory of planned behavior (TPB) indicates that it achieves goodness-of- fit in all indices (Table 5.23). The final competing model yields a χ^2 (chi-square) of 82.090, degree of freedom of 69 and the CMIN/DF ratio of 1.190, which is less than two (2). Additionally, the RMSEA is 0.019 and the p-value is 0.0134, which are sufficiently appropriate for the model fit recommended (Hair et al. 2006). Other values of the overall fit measurement model have also been achieved as fit as recommended (CFI =. 995, GFI=. 980, AGFI=. 965, NFI= .969. (Hair et al. 2006) Table 5.23 shows the detailed results of Goodness-of-Fit indices for the competing models.

Table 5.23
Goodness-of-Fit indices of Competing Models / Alternative Model

Indicators	**Competing Model / Alternative Model fit indices**	**Threshold value /Criteria value (Hair et al., 2010)**
Absolute indices:		
Chi-square χ	82.090	
DF	69	
Ratio/CMIN/DF	1.190	Less than 2
Incremental indices:		
CFI	.995	0.90 and above
GFI	.980	0.90 and above
AGFI	.965	0.90 and above
NFI	.969	0.90 and above
Parsimonious indices:		
RMSEA	.019	Less than 0.08
P-value	.0134	More than 0.05
Squared Multiple Correlation (SMC) = R^2		
Purchase Intention	0.356	Bigger better
Actual Purchase	0.639	Bigger better

5.13.2. Competing Model Hypothesis Testing of TPB Theory

Table 5.24 provides an explanation of seven significant hypotheses through crtical ratio (C.R)values that are acceptable. This is because the CR values are more than 1.96(H1a, H1B, H1e, H1i (new), H2a, H2f and H2g). In contrast, only four hypotheses were insignificant and did not achieve a C.R. > 1.96 (H1 (new), H1h (new), H2b and H2h). More details are provided in Appendix K/5.10.

Table 5.24

Standardized Regressions Weights for Hypotheses Testing Results of Competing Models Analysis / Alternative Model/ (Original Model of TPB). Regression Weights: (Group number 1 - Default model) from the competing model underpinning TPB

				StdEstimate	S.E.	C.R.	P-value	Status	Hypothesis support
H1a	Actual purchase	<---	Intention	.256	.262	4.031	***	Significant	Yes
H1b	Actual purchase	<---	Patriotism	.381	.071	4.003	***	Significant	Yes
H1e	Actual purchase	<---	Government support	.206	.302	3.187	.001	Significant	Yes
H1f (new)	Actual purchase	<---	Trust.	.144	.425	1.801	.072	Insignificant	No
H1h(new)	Actual purchase	<---	Masculinity culture	.084	.508	.968	.333	Insignificant	No
H1i (new)	Actual purchase	<---	Family	.166	.300	2.541	.011	Significant	Yes
H2a	Intention	<---	Patriotism	.220	.017	3.207	.001	Significant	Yes
H2b	Intention	<---	Trust.	-.149	.104	-1.847	.065	Insignificant	No
H2f	Intention	<---	Masculinity culture	.255	.138	2.600	.009	Significant	Yes
H2g	Intention	<---	Family	.406	.070	6.490	***	Significant	Yes
H2h	Intention	<---	Governs	-.004	.068	-.072	.943	Insignificant	No

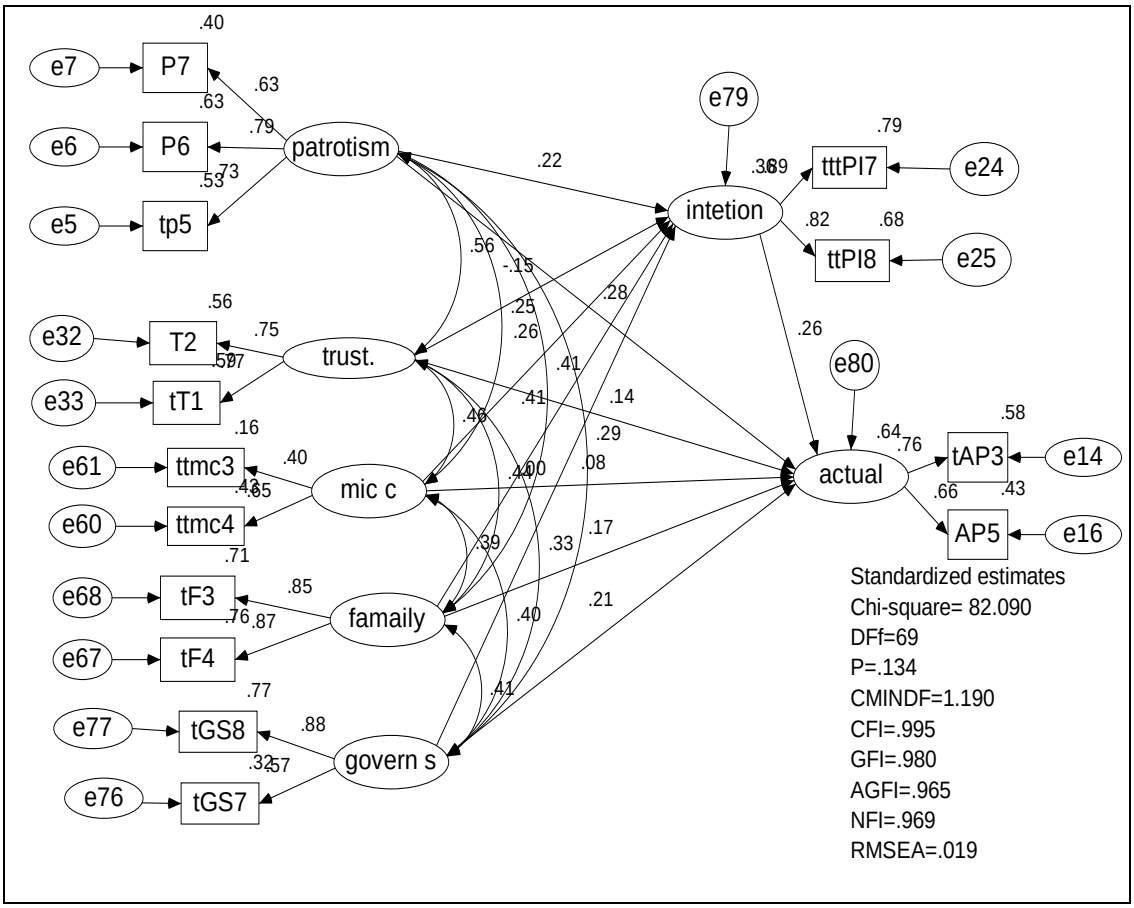


Figure 5.18.

Competing model/ Alternative Model Underpinning Theory (TPB)

5.14. Comparison Between Hypothesized, Generated and Competing Models

This study attempts to examine the goodness of fit of the hypothesized structural model and competing models/TPB model. As expected, the hypothesized model does not achieve a model fit (p-value=.000, p<0.05 as shown (Table 5.25), implying that the hypothesized model was not supported, while the competing model and revised model (RM) and the generated model (GM) achieved model fit.

The hypothesized model supports six significant direct impacts (H1a, H1c, H1d, H1e, H2a and H2g), while eleven unsupported direct impacts (H1b, H1f (new), H1g (new), H1h (new), H1i (new), H2b, H2c, H2d, H2e, H2f and H2h). The generated model (GM) supports seven significant direct impacts (H1a, H1b, H1d, H1e, H2a, H2f and H2g), while there are ten unsupported direct impacts (H1c, H1f (new), H1g (new), H1h (new), H1i (new), H2b, H2c, H2d, H2e and H2h).

The computing model (TPB) supports seven significant direct impacts (H1a, H1b, H1e, H1i (new), H2a, H2f and H2g), while four direct impacts were not supported (H1f (new), H1h (new), H2b and H2h).

Furthermore, based on the goodness of fit indices, Table 5.25 below shows all three types of goodness-of-fit (GOF) indices that were discussed previously that proved that the study had successfully developed and identified adequate absolute, incremental and parsimonious fit for the structural models derived in this study (generated Model and competing model), except for the hypothesized model, which did not achieve the model fit (p>. 05). Moreover, the data showed that the competing model is confirmed as a better fit and has greater parsimony compared with the hypothesized model.

Table 5.25

Comparison between Hypothesized Model, Generated Model and Competing Models

H	Exogenous	Mediation	Endogenous	Hypothesized Model			Generated Model			Competing Model		
				Std. Estimate	P	Hypothesis Status	Std. Estimate	p	Hypothesis Status	Std. Estimate	p	Hypothesis Status
H1a	Intention		Actual purchase	0.029	***	Asserted	.329	***	Asserted	.256	***	Asserted
H1b	Patriotism		Actual purchase	0.499	.155	Rejected	.324	***	Asserted	.381	***	Asserted
H1c	Price.		Actual purchase		.002	Asserted	-.563	.115	Rejected	-	-	-
H1d	Quality		Actual purchase		.007	Asserted	.570	.027	Asserted	-	-	-
H1e	Governs		Actual purchase		.035	Asserted	.167	.016	Asserted	.206	.001	Asserted
H1f (new)	Trust		Actual purchase		.163	Rejected	.141	.154	Rejected	.144	.072	Rejected
H1g (new)	Advertising		Actual purchase		.625	Rejected	.111	.207	Rejected	-	-	-
H1h(new)	Masculinity culture		Actual purchase		.244	Rejected	.051	.646	Rejected	.084	.333	Rejected
H1i (new)	Family		Actual purchase		.263	Rejected	.139	.107	Rejected	.166	.011	Asserted
H2a	Patriotism		Intention		***	Asserted	.175	.032	Asserted	.220	.001	Asserted
H2b	Trust		Intention	0.193	.726	Rejected	-.142	.110	Rejected	-.149	.065	Rejected
H2c	Advertising		Intention	0.167	.481	Rejected	-.086	.276	Rejected	-	-	-
H2d	Price.		Intention	0.728	.398	Rejected	.349	.197	Rejected	-	-	-
H2e	Quality		Intention	0.042	.301	Rejected	-.230	.248	Rejected	-	-	-
H2f	Masculinity culture		Intention	0.598	.955	Rejected	.223	.036	Asserted	.255	.009	Asserted
H2g	Family		Intention		***	Asserted	.374	***	Asserted	.406	***	Asserted
H2h	Governs		Intention		.133	Rejected	.004	.944	Rejected	-.004	.943	Rejected
							Indirect Effect	Direct Effect	Mediating			
H3a	Patriotism	Intention	Actual purchase	-	-	-	0.057	0.324	Mediating	-	-	Asserted

Table 5.25 (Continue)

H3b	Price		Actual purchase	-	-	-		-	Not Mediating	-	-	Rejected

Table 5.25 Continued

		Intention	Actual purchase	-	-	-	0.115	0.563	mediating			
H3c	Quality	Intention	Actual purchase	-	-	-	0.075	0.570	Not Mediating	-	-	-
H3d	Government support	Intention	Actual purchase	-	-	-	0.001	0.167	Not Mediating	-	-	-
H3e (new)	Family	Intention	Actual purchase	-	-	-	0.123	0.139	Mediating	-	-	Asserted
H3f (new)	Masculinity culture	Intention	Actual purchase	-	-	-	0.073	0.051	Mediating	-	-	Asserted
H3g (new)	Trust	Intention	Actual purchase	-	-	-	0.047	0.141	Mediating	-	-	Rejected
H3h(new)	Advertising	Intention	Actual purchase	-	-	-	-0.028	0.111	Not Mediating	-	-	-

Goodness of Fit Index			
Chi-Square	8276.370	168.401	82.090
Chi-square change Df	2880	144	69
Ratio CMINDF	2.874	2.169	1.190
P Value	0.000	0.080	0.134
CFI	0.684	0.993	0.995
GFI	0.653	0.971	0.980
AGFI	0.629	0.953	0.965
NFI	0.587	0.954	0.969
RMSEA	0.059	0.018	0.019
Squared Multiple Correlation (SMC):			
Actual purchase	0.826%	0.743%	0.639%
Purchase intention	0.574%	0.383%	0.356%

Table 5.26

Comparison of Goodness- of –Fit Between Hypotheses, TPB, and RM Model

Indicators	**Hypothesized model Before fitting**	**Generated Model(RM)/ Hypothesized model After fitting**	**Competing models underpinning theory(TPB)**	**Threshold value /Criteria value) (Hair et al., 2010)**
Absolute indices:				
Chi-square χ	8277.730	168.401	82.090	
DF	2881	144	69	Less than 2
Ratio/CMIN/DF	2.873	1.169	1.190	
Incremental indices:				
CFI	.684	.993	.995	0.90 and above
GFI	.653	.971	.980	0.90 and above
AGFI	.629	.953	.985	0.90 and above
NFI	.587	.954	.969	0.90 and above
Parsimonious indices:				
RMSEA	0.59	.018	0.019	Less than 0.08
P-value	.000	.080	0.134	More than 0.05
Squared Multiple Correlation (SMC) = R^2				
Purchase Intention	0.574	0.383	0.356%	Bigger better
Actual Purchase	0.826	0.743	0.639%	Bigger better

5.15. Summary

This section is essential and vital because it is the chapter that is concerned with the data analysis, results presentation and the hypothesis test of the study and results. In this chapter, the summary of the demographic profile of the respondents and descriptive summary of the data were duly presented. Details concerning data screening were also discussed before actual data analysis and its outcomes. The analysis using SEM technique established significant outcomes. The direct causal relationships showed that purchase intention, patriotism, quality, and government support are significant positive influences on the actual purchase of local brands in Yemen as hypothesized. The analysis also establishes four new causal paths from trust, advertisement, masculinity culture, and family to actual purchase of local brands. Also, a new direct predictor family is significantly positive and is suggested to influence actual purchase in the competing model analysis/alternative model/(original model of TPB). In addition, the direct causal relationships show that patriotism, masculinity culture, and family are significant positive influences of purchase intention as hypothesized.

Such outcomes (findings) also established that purchase intention partially mediates the linkages between patriotism and actual purchase, and also established that purchase intention fully mediates the linkages between family and masculinity culture and actual purchase as a contribution to new knowledge.

On the other hand, the findings established that purchase intention does not mediate the linkages between trust, advertising, price, quality, and government support and actual purchase as a contribution to new knowledge. The focus of this

chapter, however, was data analysis, comprising the initial and secondary phases of data examination. During the initial phase, the cleaning of data was done before conducting the SEM analysis, and data was tested for outliers and missing values. It rigorously investigated assumptions of multivariate analysis, examined data for their normality, linearity, multi-collinearity, and sample size.

Furthermore, it was very important to assess each scale for inter-consistent reliability, by using Cronbach`s alpha. After cleaning the sample by investigating in the initial phase, the major phase was conducted by developing both measurements (i.e., CFA) and the hypothesized model. When the measurement model was accepted in terms of reliability and validity, the hypothesized model was examined to establish the best fit model that represents the initial proposed model in the study.

The SEM results reported strong evidence supporting significant relationships between actual purchases and intention, patriotism, quality government support, family, and the actual purchase of local brands in Yemen. In addition, the results indicate significant relationships between patriotism, masculinity culture, government support, and purchase intention toward local brands in Yemen. The results of the hypothesis test are summarized in Table 5.27. Finally, SEM results indicate that the underpinning theory (TPB) is a good theory to test planned behavior in the analysis of local brand purchases in Yemen.

Table 5.27
Summary of the Hypothesis Testing Results

	Hypothesis			Accept/Reject/asserted	Std. Estimate	P-value
H1a	Purchase intention is related significantly and positively to actual purchase behavior.			Accept	.256	***
H1b	Patriotism is related significantly and positively to actual purchase behavior.			Asserted	.381	***
H1c	Price has significant and positive influence to actual purchase behavior.			Rejected	-.563	.115
H1d	Quality has a significant and positive influence on actual purchase behavior.			Asserted	.570	.027
H1e	Government support is related significantly and positively to actual behavior.			Asserted	.167	.016
H1f (new)	Actual purchase	<---	Trust/ trust related significantly to actual purchase	Rejected	.141	.154
H1g (new)	Actual purchase	<---	Advertising	Rejected	.111	.207
H1h (new)	Actual purchase	<---	Masc c	Rejected	.051	.646
H1i (new)	Actual purchase	<---	Family	Rejected	.139	.107
H2a	Patriotism is related significantly and positively to purchase intention			Asserted	.175	.032
H2b	Trust has a significant and positive influence on purchase intention.			Rejected	-.142	.110
H2c	Advertisement is related significantly and positively topurchase intention			Rejected	-.086	.276
H2d	Price is related significantly and positively to purchase intention.			Rejected	.349	.197
H2e	Quality is related significantly and positively to purchase intention.			Rejected	-.230	.248
H2f	Masculinity culture has a significant and positive influence on purchase intention.			Asserted	.223	.036
H2g	A family has a significant and positive influence to purchase intention.			Asserted	.374	***
H2h	Government support has a significant and positive influence on purchase intention			Rejected	.004	.944
				Mediating or not	Indirect Effect	Direct Effect
H3a	Purchase intention positively mediates the relationship between patriotism and actual purchase behavior.			Partial Mediating	0.057	0.324
H3b	Purchase intention positively mediates the relationship between price and actual purchase behavior.			Not Mediating	0.115	0.563
H3c	Purchase intention positively mediates the relationship between quality and actual purchase behavior			Not Mediating	0.075	0.570
H3d	Purchase intention positively mediates the relationship between Government support and actual purchase behavior			Not Mediating	0.001	0.167

Table 5.27
(Continue)

H3e(new)	Family--->intention--->Actual Purchase	0.123	0.139	Not Mediating	Full Mediating	0.123	0.139
H3f (new)	Masculinity culture--->intention--->Actual Purchase	0.073	0.051		Full Mediating	0.073	0.051
H3g(new)	Trust ---> intention---> Actual Purchase	0.047	0.141	Not Mediating	Not Mediating	0.047	0.141
H3h(new)	Advertising---> intention---> Actual Purchase	-0.028	0.111	NO Mediating	Not Mediating	-0.028	0.111

CHAPTER SIX
DISCUSSION AND CONCLUSION

6.0.Overview

The last chapter recapitulates the overview of the research project. The chapter is structured into eight sections in an attempt to summarize the whole study.

Section 6.1 discusses in full detail the main objectives. This is followed by section 6. 2, in which a summary of the study conclusions based on the findings of the quantitative results is presented, and the significant and insignificant antecedents that influence purchase intention and actual purchase behavior of local brands are included. Section 6.3 explains the direct significant factors (intention; patriotism; trust; price; advertisement; quality; masculinity culture; family; government support) affecting purchase intention and actual purchase of local brands in Yemen. Section 6.4 explains whether the purchase intention has a mediating effect on the relationship between predictors. In addition, Section 6.5 gives an explanation of how TPB (underpinning theory) is the most suitable for interpreting the model in this study. Section 6.6 and Section 6.7 discuss both the theoretical and practical contributions of the study and the research implications. The next section, Section 6.8, presents the limitations of the research, which may also limit the general philosophy of the research findings obtained in this study. Section 6.9 provides suggestions and further directions for future research. Finally, Section 6.10 concludes the chapter.

6.1. Discussion of the Research Objectives

The discussion on the research results is focused mainly on achieving the following main study objectives:

1. To explain the direct significant factors' (purchase intention, patriotism, price, quality, and government support) effect upon actual purchase behavior for local brands in Yemen.

2. To explain the direct significant factors' (patriotism, trust, advertisement, price, quality, masculinity culture, family, and government support) effects upon purchase intention

3. To explain whether purchase intention has a mediating effect on the relationship between predictors and actual purchase behavior of Yemeni consumers.

4. To verify the appropriateness of the TPB underpinning theory for Yemeni consumers' purchase behavior by using the nested model presence in SEM.

The next section discusses the support and the reasons for achieving those results for the Yemeni consumer.

It was clear to the researcher that achieving the above objectives should help academic research to describe, understand, and explain the status of local brands in Yemen. Articulating the context and the purpose of the project would not be enough. The researcher was aware that the rigor of his inquiry would be demonstrated by how he exposed the collected data to critique, and how his conclusions would be supported by the development of usable knowledge. In order to take proper action

and have usable knowledge, the researcher had to obtain a conceptual framework that helped him measure the validity and the reliability of the findings.

Adapting a specific conceptual framework and large sampling system was meant to make generalizations, and this in itself is a useful insight for researchers. Having a conceptual framework was also meant to focus the scope of the research without losing sight of the emergent issues. In the following paragraphs, the researcher discusses the significant and insignificant impact of antecedent effects of purchase intention and actual purchase, the mediating effects of intention, and how the underpinning theory of planned behavior (TPB) can be used to explain the actual purchase of a local brand in Yemen.

6.2. Determinations of the Significant and Insignificant Antecedents

The previous Chapter 5 provided a general analysis regarding the hypotheses that were designed in this research. Furthermore, since the findings from the quantitative analysis have supported several hypotheses, this section extends the argument by presenting the results from the hypothesis testing. This section discusses the results regarding the research factors that affect the actual purchase of a local brand in Yemen, purchase intention (H1a); patriotism (H1b), price (H1c) and quality (H1d); and government support (H1e).

It also explains the factors (patriotism (H2a), trust (H2b), advertisement (H2c), price (H2d), quality (H2e); masculinity culture (H2f), family (H2g), and government support (H2h)) that affect purchase intention of the local brands in Yemen as antecedents, as shown in Figure 6.1.

In addition, the explanations of whether purchase intention mediates the relationship between predictors: patriotism and (18H3a) price (19H3b) and quality (20H3c); government support (21H3d), and actual purchase behavior of Yemeni consumers.

Seven hypotheses in this study are significant. These hypotheses include the significant relationship between purchase intentions (H1a), patriotism (H1b), and quality (H1d) and government support (H1e), toward the actual purchase of a local brand in Yemen. In addition, the results indicate the significant relationship between patriotism (H2a) and masculinity culture (H2f) and family (H2g) toward purchase intention of the local brands. In addition, family (H1i (new)) as a new hypothesis, as suggested by paths of SEM from Competing Model hypothesis testing of TPB Theory, was shown to have a significant relationship with the actual purchase intention of the local brands in Yemen.

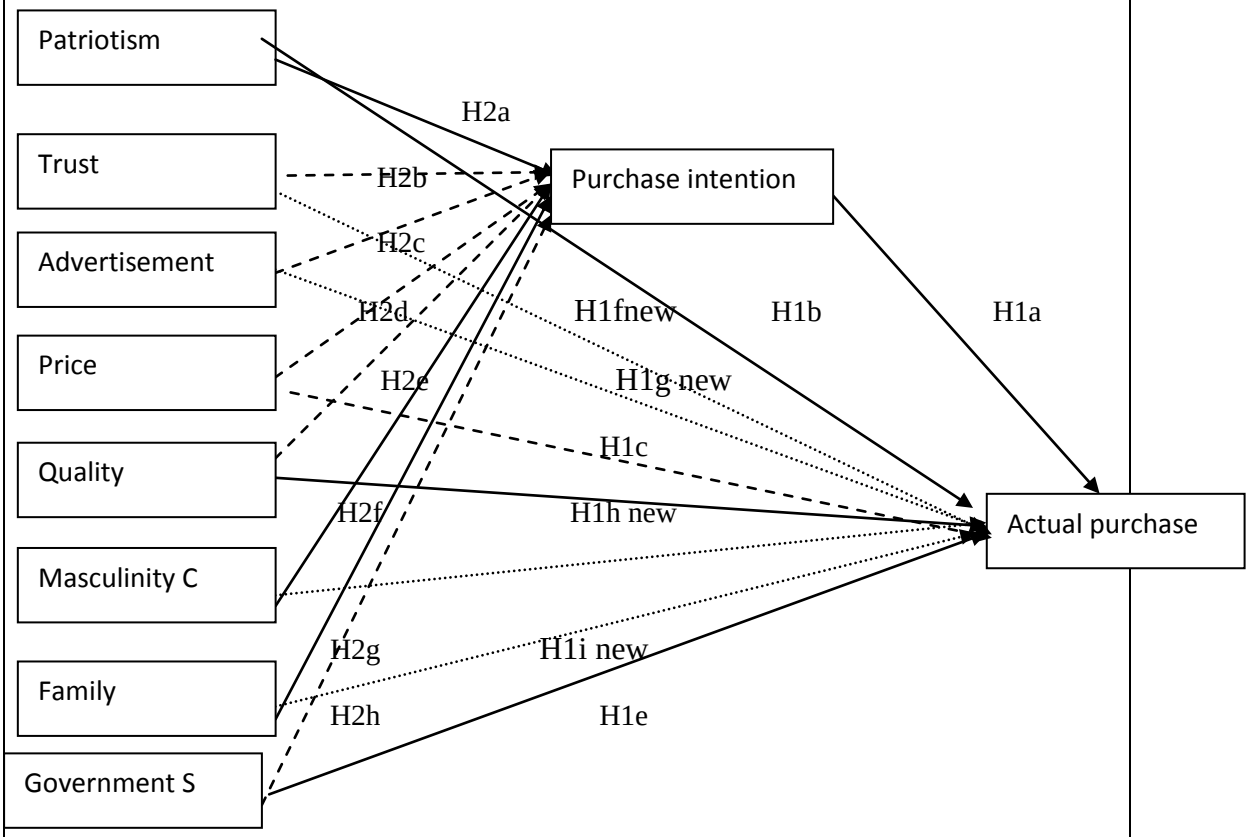
Moreover, six hypotheses are found to be insignificant. The results failed to support the significant relationship between price (H1c, H2d) with actual purchase and purchase intention of local brands,as well as trust (H2b), advertisement (H2c), quality (H2e), and Government support (H2h) has an insignificant relationship with purchase intention. Additionally, four new hypotheses, trust (H1f (new)), advertisement (H1g (new)), masculinity culture (H1h (new), family (H1i new), as suggested by paths of AMOS, had insignificant relationships with the actual purchase of local brands in Yemen.

Also, the results showed that purchase intention mediated the relationship between patriotism (H3a), masculinity culture (H3f new), family (H3e new), and actual purchase. Hence, three hypotheses were supported: (H3a), (H3f new), and (H3e

new),that purchase intention mediates the relationship between patriotism, masculinity culture and family and actual purchase of local brands in Yemen.

On the other hand, the results showed that purchase intention does not mediate the relationship between trust (H3g new), advertisement (H3h new), price (H3b), quality (H3c), and government support (H3d), and actual purchase. Hence, five hypotheses were rejected: (H3g new), (H3h new), (H3b), (H3c), (H3d), along with five hypotheses that reveal that purchase intention does not mediate the relationship between trust, advertisement, masculinity culture, family, and actual purchase of local brands in Yemen.

Figure 6.1 Generated Structural models with direct and indirect impact



Significant path ——————→

Insignificant path -insignificant path (new H) ·····→

Figure 6.1.

Significant and Insignificant Paths between the Models Constructs

6.3. Objective one and two: To explain the direct significant factors (intention, patriotism, trust, price, advertisement, quality, masculinity culture, family, government support)that affect purchase intention and actual purchase of localbrandS in Yemen

The present study predicted that actual purchase has six antecedents: purchase intention, patriotism, price, quality, government support, and family, as suggested by SEM. Five hypotheses are found to be supported (H1a intention, H1b patriotism, H1d quality, H1e government support, and one new path hypothesis as the path analysis in SEM suggested, that H1i (new family) has significant and positive relationships with the actual purchase of local brands in Yemen). However, one path hypothesis (3H1c – price) was found to be rejected (unsupported).

Furthermore, this study predicted that purchase intention has eight antecedents: (patriotism, trust, advertisement, price, quality, masculinity culture and government support).

Three hypotheses were found to be supported (H2a patriotism, H2f masculinity culture, and H2g family), while five hypotheses were rejected (unsupported) (H2b trust, H2c advertisement, H2d price, H2e quality, and H2h government support). The next paragraphs discuss each hypothesis separately.

6.3.1. The Relationship Between Purchase Intention and Actual Purchase (H1a)

Empirical evidence from this study shows that there is a significant and positive relationship between the consumer purchase intention and actual purchase of local brands in Yemen, and thus the hypothesis (H1a, Purchase intention is related significantly and positively to actual purchase behavior) is supported. Accordingly, there are a number of past studies that have obtained similar results, and indicated

that the consumer`s purchase intention is a good predictor, and plays a very significant role in actual purchase (Morven et al., 2007; Marie et al., 2009; Chen & Corkindale., 2008; Yoo & Donthu, 2005). This result indicates that Yemeni consumers have a high intention to actual purchase of local brands, because Yemeni consumers would already be patriotic to their country, and they observe that the Yemeni economy is not progressive, so Yemeni consumers are inclined to encourage the economy by purchasing local brands. Therefore, all the above reasons could make the intention toward local brands to be quite high.

This result indicates that the consumers in Yemen have positive feelings and have favorable intentions toward local brands. Moreover, this result shows that consumer intention seems to be a key predictor of local brands, because they find the actual purchase of local brands as a good and pleasant idea, so the consumers in Yemen have a positive feeling toward local brands. This could be because they feel that the purchase of local brands has a lot of advantages, and that the local brands can be extremely beneficial to consumers by providing increased comfort, cost and time savings, reduced dependency on time and location, with quick responses to complaints (Shi et al., 2008; Tuchila, 2000).

Thus, all these reasons could make the consumer have positive intentions toward actual purchase of local brands in Yemen. In other words, the results suggest that the formation of positive intention about local brands should take place before the other foreign brand can be accepted. This result means that an increase in intention will also lead to an increase in actual purchase of local brands. In other words, it concludes that the more positive the purchase intention, the more likely that local brands will be purchased by the Yemeni consumers.

6.3.2.The Relationship Between The Patriotism with Intention (H2a) and Actual Purchase (H1b)

Theoretically, the results show that the relationship between patriotic and actual purchase has a significant and positive effect in Yemen. Thus, hypothesis (H2a), stating that patriotism is related significantly and positively to the intention, and (H1b) that patriotism is related significantly and positively to actual purchase behavior, were supported. The results assert that patriotism plays an important role in decision-making for Yemeni consumers (Rouibah, 2008).

The results of this study are supported by several past studies (Vida & Reardon, 2008; Han, 1988; Dmitrovic, et al., 2009). Consumer patriotism positively impacts intention and actual purchase of local brands by Yemeni consumers. In addition, significant relationships between consumer patriotism and actual purchase of local brands exist. These findings indicate that, not only does consumer patriotism have a direct effect, but it also has an indirect effect on purchasing local brands by Yemeni consumers.

Yemeni consumers are considered to make sacrifices for their country by purchasing local brands and being loyal toward them. In addition, it is the inclination to show love and support for one's own country as opposed to out-groups (Barnes & Curlette, 1985; Feshbach, 1987). And according to Hardin (1982), based on the helping behavior, patriotism is practiced nationwide and it creates areas whereby a patriot normally helps others. Research shows that consumers in developing countries are likely to perceive local brands as having higher quality than those that are imported (Damanpour, 1993; Elliot & Cameron, 1994). Therefore, patriotic tendencies of

consumers are positively related to the preference for local brands (Sbimp & Sharma, 1987; Sharma et al., 1995).

However, the findings of this study verify that not only in advanced economies, but also in developing countries, consumer patriotism plays an important role in the likelihood of purchasing local brands.

6.3.3. TheRelationship Between Price with Intention (H2d) and Actual Purchase (H1c)

Interesting findings in this study show that there is an insignificant relationship between price with the intention and the actual purchase of local brands in Yemen. Thus, hypothesis H2d (price is related significantly and positively to purchase intention) and H2d (price has a significant and positive influence on actual purchase behavior) were not supported. In other words, the result indicates that price is not important for Yemeni consumers to purchase local brands because the price of local brands in Yemen is cheaper, and the consumer needs to purchase brands whether local or foreign, This cheaper price and the consumer's need to purchase brands, local or foreign, are also supported by the previous studies, explaining that price is not attractive for consumers (Bikijana & Worsley, 1998; Sunil and Palaparthy, 2008; Juan et al. 2009; & M. Omer Azabagaoglua, 2011).

6. 3. 4. The Relationship Between Quality with Intention (H2e) and Actual Purchase (H1d)

This study shows interesting findings that indicate there is an insignificant relationship between quality and purchase intention of the local brands in Yemen.

Hence, hypothesis H2e (quality has a significant and positive influence on intention) is not supported. This result indicates that the consumers in Yemen feel that the quality of local brands has an insignificant impact on their decisions to intend on buying local brands because they are still under the intention to purchase.

This finding is supported by past studies that established significant relationships between quality and intention (Morven et al., 2007;Kumar et al., 2009), while on the other hand, the findings show a significant and positive relationship between quality and actual purchase of local brands in Yemen. Therefore, hypothesis H1d (quality has a significant and positive influence on actual purchase behavior) is supported. The local brands come under Yemeni consumer's concern in light of quality when they adopt an actual purchase. This finding is in accordance with related previous empirical findings (Vida & Reardon, 2008; Gary & Knight, 1999,andİnci Dursun et al., 2011).

6. 3. 5. The Relationship Between Family with Intention (H2g) and Actual Purchase(H1i New Path)

In this research, the quantitative data examined the relationship between family with intention and actual purchase. The result pointed to a positive and significant relationship between family and intention and the actual purchase of a local brand as shown by hypothesis H2g (family has a significant and positive influence on purchase intention) andH1i (new) (family has a significant and positive influence on actual purchase).

The reality is that, Yemeni consumer finds recognition, encouragement, and cooperation from their family members, relatives, and friends toward intention and the actual purchase of local brands in Yemen. This is a positive signal for making more consumers loyal to the local brands in Yemen. That will naturally increase the intention and actual purchases of the local brands.

According to Han et al. (2010), the family has a significant direct effect on consumers' intention and actual purchase. This could imply that family has a certain amount of impact on intention to purchase local brands rather than on the actual purchase behavior toward Yemeni brands. Furthermore, the recognition that the family is readily influenced by some groups could be considered when planning marketing. This finding is supported by past studies that found significant and positive relationships between family with the intention and actual purchase (Morven et al., 2007; Farah & Newman, 2010; Dai & Kuo, 2007, and Han et al. 2010).

6. 3. 6. The Relationship Between Government Support with The Intention (H2h Rejected) and Actual Purchase (H1e Asserted)

The findings show that there is an insignificant relationship between perceived behavior control (government support) and intention. Hence, hypothesis H2h (government support is related significantly and positively to the intention) is rejected. This result indicates that the Yemeni consumer feels that the Yemeni Government has an insignificant impact on their decisions toward intentions to buy the local brands.

A significant positive relationship was observed between government support and actual purchase toward local brands in Yemen. Hence, hypothesis 5H1e (government support is related significantly and positively to actual purchase)

isasserted (supported). This means that the consumer confirms that the government of Yemen plays an important role in supporting the local brands, by encouraging Yemeni consumers toward the actual purchase of a local brand. This reveals that the government in Yemen encourages the kind of company that produces the local brand. The results suggest that the Yemeni customers look to the government for possible direction on whether it is worthwhile to adopt a local brand. This reveals that the government in Yemen encourages the kind of brand that could lead to better lives for Yemeni consumers. The Yemeni government's actions and decisions are by supporting the local industry sectors, including taxes, customs and exemption in the annual returns for local brand companies in Yemen. This finding is consistent with the evidence reported in previous research (Morven et al., 2007; George, 2004; Farah & Newman, 2010; Gopi & Ramayah, 2007).

6. 3. 7. The Relationship Between Masculinity Culture with Intention (H2fAsserted) and Actual Purchase (H1h New Rejected)

The relationship between masculinity culture and purchase intention of the local brands in Yemen has a significant and positive effect. Thus, hypothesis H2f (masculinity culture has a significant and positive influence on purchase intention) is supported. This result indicates that the masculinity culture in Yemen has significant impact on their decisions of intent toward a local brand. The results of this study are supported by previous studies, which assert the significant effect of masculinity culture on intention toward local brands (Morven et al., 2007; Farah & Newman, 2010).

However, the finding shows an insignificant relationship between masculinity culture and actual purchase of a local brand in Yemen. Hence, hypothesis H1h (new path) stating that masculinity culture has a significant and positive influence on actual purchase, is rejected. This finding is supported by previous studies (Shoham et al., 2003; Javalgi et al., 2005; Alkailani, 2009).

6.3.8. The Relationship Between Trust with The Intention (H2b Reject) and Actual Purchase (H1f New Path Rejected)

The findings of this study show that there is an insignificant relationship between trust and purchase intention of local brands in Yemen. Hence, the hypothesis H2b (Trust has a significant and positive influence to purchase intention) is rejected, indicating that the Yemeni consumer is not affected by trust in local brands. The result is supported by past studies (e.g.,Morven et al., 2007).

The findings indicate that trust of not using the local brand is not considered as one of the main factors influencing the intention and the actual purchase of the Yemeni consumer. Consumer trust can be developed by local companies when there is honesty and trustworthiness. The companies in Yemen need to develop strategies that could improve consumers' trust in the local brands.

In a similar finding of this study, an insignificant relationship between trust and actual purchase of local brands in Yemen was revealed. Hence, hypothesis H1f - new path (trust has a significant and positive influence on actual purchase) is rejected – a result consistent with previous studies (Morven et al., 2007; Shoham et al., 2003).

6. 3. 9. TheRelationships Between Advertisement with Intention H2c Rejected and Actual Purchase (H1g New Path Rejected)

Advertisement has an insignificant relationship with intention and the actual purchase of a local brand by Yemeni consumers. This result indicated that Yemeni consumers still need more information about the local brands. Hence, hypothesis H2c (advertisement is related significantly and positively to purchase intention), and H1g-new (path advertisement is related significantly and positively to actual purchase, is rejected.

The plausible explanation for this result is that the local brand customers in Yemen still need more information about it, because they found that advertisement of the brand is not an important factor influencing their intention and actual purchase local brand. This evidence indicates that there are greater promotional efforts needed on the part of companies to create a greater awareness of local brands and its benefits in Yemen, which is important for its success, Therefore, increasing awareness is important to increase the rate of the actual purchase of local brands.

Customers must be made fully aware of the features, benefits, and operation of local brands. Therefore, increasing awareness is crucial to increase the rate of purchase of local brands. Companies should take advantage of marketing promotions to build their own brand image. These findings are consistent with prior research findings (Morven et al., 2007; Shoham et al., 2003).

6. 4. Objective Three: to Explain Whether Purchase Intention MediatesThe Relationship Relationship Between The Predictor (H3a Patriotism, H3b Price, H3c Quality And H3d Government Supported, H3e New Family, H3f, New Masculinity Culture, H3gNew Trust And H3h New Advertising) And Actual Purchase Behavior.

The third objective sheds light on examining and explaining whether the purchase intention mediates the relationship between patriotism, price, quality, government support, family, masculinity culture, trust, and advertising and actual purchase of local brands in Yemen.

This study found that there are:

First, purchase intention partially mediated, as shown earlier in Chapter five.

1. Patriotism P ---> purchase intention PI --->actual purchase AP/ H3a

The relationship between patriotism P and actual purchase AP is reduced, but remains significant when purchase intention PI is included as an additional predictor, so partial mediation is supported. Therefore, the purchase intention partial mediates between patriotism and actual purchase of local brands in Yemen. The result shows that the Yemeni consumers are growing up with high intention to support their own country. Past studies have shown support for this finding (George, 2004; Canniere et al, 2008; Khoo & Ainley, 2005). The results of these studies asserted that the behavior intention has a mediating effect. Another study conducted by Canniere et al. (2008) tested for the mediating effect of intention in the relationship between perceived behavior control and actual behavior.The findings showed that intention partially mediates the impact of perceived behavioral control of actual behavior.

Secondly, purchase intention fully mediates:

2. Family F ---> purchase intention PI--->actual purchase AP/ H3e new

The relationship between family F and actual purchase AP (C) is reduced to a point where it is not statistically significantly after purchase intention PI is included as a mediating construct, so full mediation is supported. Therefore purchase intention PI fully mediates between family F and actual purchase AP of local brands in Yemen, because Yemeni consumers are highly motivated by their family members.Past studies have shown support for this finding (Shim et al., 2001; Harakeh et al., 2004; George, 2004; Khoo & Ainley, 2005). The results of these studies asserted that the purchase intention has a mediating effect; the results could imply the intention the consumer will continue to purchase the local brand provided by the marketer, if it is continually offered to the family.

3. Masculinity culture MC ---> purchase intention PI--->actual purchase AP/ H3f new

The relationship between masculinity culture MC and actual purchase AP is reduced to a point where it is not statistically significant after purchase intention PI is included as a mediating construct, so full mediation is supported. Therefore, purchase intention PI fully mediates between masculinity culture MC and actual purchase AP of local brands in Yemen. That means Yemeni society always starts with the intention to do any actions because Islam encourages Muslims to make their intention before doing any real action. Past studies have shown support for this finding (Shim et al., 2001; Harakeh et al., 2004; George, 2004; Khoo & Ainley, 2005). The results of these studies asserted that the purchase intention has a mediating effect, the result could imply the intention that consumers will continue to purchase the local brands provided by the marketer, as long as they continually offer

the brand. It will be much easier for the marketer to ensure repeat purchase when they have constant intentions and relationships with the consumer.

Thirdly, purchase intention does not mediate:

1. Trust T ---> purchase intention PI--->actual purchase AP/ H3g new
2. Price R---> purchase intention PI--->actual purchase AP/ H3b
3. Quality Q ---> purchase intention PI--->actual purchase AP/ H3c
4. Government support GS ---> purchase intention PI--->actual purchase AP/ H3d
5. Advertising AD ---> purchase intention PI--->actual purchase AP/ H3h new

For all the hypotheses above, the relationship between Trust T, Price R, Quality Q, government support GS and advertisement AD and actual purchase AP (C) remains significant and unchanged once PI is included in the model as an additional predictor (T and PI now predict AP), so mediation is not supported. Therefore the purchase intention was not significant between trust T, price P, quality Q, government support GS, and advertising AD, and actual purchase. Hence, purchase intention was not a mediator.

This means that Yemeni consumers have sufficient information about the local brands, and have the experience and confidence to use local brands, and therefore, there is no need to test for the mediating effect of purchase intention.

Hence,the results of generated model (GM), as shown by the hypotheses were: H3gnew (purchase intention positively mediates the relationship between Trust Tand actual purchase behavior AP), H3b (purchase intention positively mediates the relationship between price R and actual purchase behavior AP), H3c (purchase

intention positively mediates the relationship between quality Q and actual purchase behavior AP), and H3d (purchase intention positively mediates the relationship between government support GS and actual purchase behavior AP, and H3h new (purchase intention positively mediates the relationship between advertising AD and actual purchase behavior AP), are all rejected. This result indicated that Yemeni consumers have sufficient information about local brands and have confidence in them to actually purchase them.

These results, revealing that purchase intention was not a mediator, is supported by previous studies (Al Muala A. 2010; Marie et al. 2009; Matoes et al., 2002; Maxham and Netemeyer, 2002; & Ryu et al., 2007). The studies examined intention as mediating between exogenous variables and actual behavior. The results of these studies asserted that the behavior intention did not have a mediating effect.

6.5. Objective Four to Verify the Appropriateness of the Theory of Planned Behavior TPBUnderpinning Theory for Yemeni Consumers' Purchase Behavior, by Using Nested Model Presence in SEM

The majority of theories relating to purchase behavior have been created by studies in developing countries. No previous studies have been done in less-developed countries like Arab countries, in areas of the actual purchase of a local brand, specifically in Yemen (AbuShanab et al., 2010). Therefore, our findings have successfully taken into consideration the issues of generalization. This study wanted to create and validate a research model that would demonstrate the actual purchase of local brands among consumers working in Yemeni schools using the theory of planned behavior (TPB).

The present study made use of a nested model presence in structural equation modelling (SEM), and replacing of factors in the theory of planned behavior (TPB) by the following: attitude replaced by patriotism and trust, subjective norm replaced by family, masculinity culture, and advertisement, perceived behavior control replaced by government support, intention used the original, and actual purchase used the original.

Therefore, this study found that the theory of planned behavior (TPB) can explain the actual purchase of the local brands among school employees in Yemen well. According to Table 5.24 (refer to Chapter five), the results show the competing models (Alternative Model) of TPB in an adequate model fit (p-value 0.134, GFI= 0.980; RMSEA = 0.019; CMIN/DF = 1.190; AGFI = .965; CFI = 0.995; NFI = 0.969).

Table5.24 indicates that there are eleven hypotheses of the direct effect of purchase intention and the actual purchase of a local brand in Yemen. Five direct hypotheses affect purchase intention (H2a patriotism - significant, H2b trust - insignificant, H2f masculinity culture - significant, H2g family - significant, and H2h government support - insignificant), while six direct hypotheses affect actual purchases (H1a intention - significant, H1b patriotism - significant, H1e government support - insignificant, H1f (new) trust - insignificant and H1h (new) masculinity culture - insignificant).

The results in Table 5.24 show that seven hypotheses are positively significant (H1a, H1b, H1e, H1i (new), H2a, H2f, H2g), while four hypotheses are insignificant (H1f (new), H1h (new), H2b, H2h). Therefore, these results assert that the theory of planned behavior (TPB) can be used to explain, and be utilized, in the

analysis of local brand purchases in Yemen. In addition, the squared multiple correlations (R2) for the TPB Model explain the variance in the actual purchase of the local brand with 0.639%, and intention with 0.356%. It exhibits a good fit indicating its robustness in actual purchase of local brands. Thus, by modifying and validating a research model like TPB, it is possible to demonstrate the actual purchase of local brands to Yemeni consumers.

6. 6. Research Contributions

1. Theory of planned behavior (TPB) has not been conducted before in Yemeni consumers. Hence, the use of TPB in this study could be considered as a big contribution that strongly suggests that external variables may improve the power of the TPB theory. In this respect, Bagozzi and Dabholar (2000) pointed out that the external variables in a model could provide insight into factors to help predict behavior, but when using another external variable (the antecedents of intention and the actual purchase of a local brand) with TPB. Additionally, our results contribute to understanding consumers' behavior more than studying and separating TPB. In addition, this is the first study conducted in Arab countries, especially in consumer actual behavior marketing concerning Yemen that uses antecedents of the actual purchase of a local brand and TPB.

2. In order to make a major contribution to the existing body of knowledge and literature, the researcher applied Structural Equation Modeling (SEM) The application of SEM can be considered a methodological contribution because it promoted a better quality of research, especially in modeling multivariate relations.

Researchers in Arab countries have not used Structural Equation Modeling (SEM) as yet.

3. Patriotism, masculinity culture, family, and government support are the main contributions to this study, which were not generally proposed in prior studies, and specifically in consumer behavior in Yemen. Additionally, marketing factors (quality, price, advertisement) have not been tested together in previous studies.

4. Another methodological contribution was the modification of the model concerning the antecedents of intention and actual purchase by adding patriotism, masculinity culture, family, and government support, a new direct relationship with actual purchase behavior, a new direct relationship between subjective norms (family and masculinity culture) with actual purchase behavior, a new direct relationship between consumers (patriotism, family, masculinity culture, government support) with actual purchase of local brands.

5) Comparison between the TPB model and the generated model created a much better understanding of actual purchase behavior among consumers in Yemen. Although TPB can be used to demonstrate actual behavior among Yemeni consumers, our generated model is more effective.

6. This is the first empirical investigation of actual consumer behavior in Yemen. Actual behavior has not been widely studied in developing countries, such as Arab countries and Yemen, but it has been widely studied in developing countries with intentional behavior as the dependent (endogenous) variable. Not many studies employed actual purchase behavior as the dependent variable (endogenous), as mentioned earlier in Chapter one. Therefore, this study contributes to the body of

knowledge on consumer behavior by taking actual behavior as the dependent variable (endogenous) in Yemen.

In addition to the conceptual contribution of this model, there are also practical implications; if the purposes were merely absorbed into academic and political culture, which had no practical implications, the research would be of low value. However, the researcher held to the belief that there are a lot of benefits that can be derived exclusively by revealing the findings of the study; these valuable implications are described in the following sections.

Moreover, the contribution of this study lies in several areas of implementation and empirical analysis. The research reveals that the Theory of Planned Behavior (TPB) is an effective theory that can be used in a local brand setting, especially in examining the actual purchases of Yemeni school employees, and in similar contexts.

The research indicated that some findings corresponded with a cluster of other studies and they were sometimes inconsistent with others. These agreements and disagreements were based on whether these studies were applicable or not in this context. The use of TPB was a unique contribution to the community of knowledge. This contribution can be clarified in the following sections:

6.6. 1. Academic Contribution

The empirical analysis of this research contributed to knowledge in this area of research.

First, the current work introduced intention, patriotism influence, trust influence, price influence, quality influence, advertisement influence, masculinity culture

influence, family influence, and government support as primary variables that contributed to this study. The research provides a theoretical understanding of perceptions of the variables (e.g., patriotism, trust, price, quality, advertisement, masculinity culture, family, and government support) are considered important in the Yemeni context.

Furthermore, most published works differ in utilizing higher-order structures in the structural equation modeling (SEM) techniques in the context of primarily psychology. In general, the current research demonstrated that the proposed extension to the TPB model can be valid for Western and non-Western cultures and demonstrated that the aggregated model of behavior acceptance theories of TPB is moveable, and can be utilized to examine usage behavior on the analysis of local brand purchase in diverse cultures such as Yemen. Few past studies using TPB were conducted before in Arab countries, or in the context of Yemen; the use of TPB in this study could be considered as a big contribution, and strongly suggests that external variables may improve the power of TPB theory.

In this respect, Bagozzi & Dabholar (2000) pointed out that the external variables in a model could provide insight into factors to help predict behavior, but when using another external variable (antecedents of the actual purchase of a local brand) with TPB. Additionally, the results of this study contribute to understanding actual purchase of the local brand more than studying and separating TPB. In addition, this is the first study conducted in the Arab countries, dedicated to the behavior towards local brands, and concerning Yemen through the use of antecedents of actual purchase and TPB.

In order to make a primary contribution to the existing body of knowledge and literature, the researcher applied Structural Equation Modeling (SEM). The application of SEM can be considered as a methodological contribution, because it promoted a better quality of research, especially in modeling multivariate relations. Moreover, the research applied SEM techniques that permit a concurrent assessment of the adequacy of the measurement model and the conceptual model used to assess the target purchase behavior. Specifically, the research employed CFA to validate the measurement model with the higher-order structure incorporated in the proposed research model.

The current research used two types of group analysis using SEM technique: measurement and structural models using the covariance structure analysis, and the mean and covariance structure analysis, to examine the impact of the research model in the Yemeni context. The comparison between the TPB model and the generated model (RM) created a much better understanding of the actual purchase of the local brands among public Yemeni school employees in Yemen. While TPB can be used to demonstrate actual purchase among Yemeni school employees in Yemen, thegenerated model in this study was more effective. In addition, the present research adds knowledge in the area of actual behavior and usage within the culture of developing nations, specifically that of Yemen, while utilizing the parsimonious version of the TPB and its proposed extension.

6. 6. 2. Practical Contribution

Beside the academic contribution of this model, this study also presents practical contributions, because if the purposes were merely absorbed into academic and political culture that had no practical implications, the research would be of low

value. However, the researcher held to the belief that there are a lot of benefits that can be derived exclusively by revealing the findings of the study; these valuable implications are described in the following sections.

The advancement witnessed during the past few years in purchase behavior is by large, the brands that moved into the local brands industry. The contributions of the findings of this study come from the importance of all the variables as antecedents of the actual purchase of a local brand in Yemen. Using any information in this study could be beneficial for the marketers, companies, and Yemeni government in creating relevant strategies and policies.

6. 7.Research Implications

The results of this study suggest a number of implications:

1) First, the extended TPB model is applicable to developing and less developed countries like Yemen as in developed countries, with varying degrees of explanatory power. The success of the incorporation of patriotism, trust, advertisement, price, quality, masculinity culture, family, and government support structure of the TPB model is evident from the results of the study, which indicates the need for examining other possible variables that might provide more power in explaining actual purchase behavior in developing and less developed countries.

2) Moreover, the findings of this study also suggest a number of implications for local as well as international managers in planning marketing strategies, especially positioning strategies in the Yemeni market.

For local managers, the findings of this study suggest that brand positioning strategies, based heavily on the physical attributes of brands, are no longer suitable.

Such positioning strategies may create serious problems for local brands in the market, since Yemeni consumers often consider imported brands as having superior quality over the local brands (Nguyen & Nguyen, 2004). Consequently, positioning strategies that focus on consumer patriotism, quality, family, masculinity culture, and government support tendencies may be more appropriate in persuading highly patriotic consumers to purchase local brands.

For international managers, it is essential to understand that the consumer is influenced by patriotism, quality, family, masculinity culture, and government support, which translates into a bias for imported brands. Therefore, traditional marketing tools such as sales promotions, price promotions, and brand advertisements will not be sufficient for attracting patriotic, quality, family, masculinity culture, government support consumers. Instead, strategies that take into account the role of consumer patriotism are more appropriate. Marketing programs for imported brands should convey to Yemeni consumers that the consumption of imported brands is harmful to the economy in order to reduce such a bias.

3. The findings of this study show that masculinity culture has a positive impact on purchase intention of local brands. This implies that consumers with a high level of masculinity culture tend to evaluate local brands more highly. Therefore, local exporters should convey to Yemeni consumers that sensitivity to local cultures is a means to becoming members of the local community.

4. The extended TPB model can be employed for explaining other purchase behaviors, such as online shopping. This study examined at least eight variables of an individual's attitude, subjective norm, and perceived behavior control toward the actual purchase of local brands. Other literature might have studied more controlled

subsets of actual contexts in order to identify constraints and exceptions with respect to actual behavior. It would also be beneficial to perform longitudinal studies that test the proposed relationships as they unfold over time. It would be advantageous to include other sets of antecedents or mediating variables such as attitude, subjective norms, and perceived behavior control.

5. The current study presents several findings related to important factors that have a strong influence on the actual purchase of local brands in Yemen. Therefore, the findings of this study have several valuable implications for companies and other organizations venturing into the local brand industry in the context of Yemen and similar developing and less-developed countries. Through the findings of this study, decision-makers within the financial sector can visualize the role of the local brand customers' patriotism toward the actual purchase in Yemen as significant, which means that they are willing to actually purchase these local brands. The companies, from these results, can develop intensive promotional strategies to attract customers, through showing the benefits of this local brand and the brand usefulness, and the reduction of price.

6. In addition, from the findings of this study, the companies and the government could allow the customers to have the opportunities to try a local brand first; which contributes to achieving some sort of comfort for them, and they would also be more willing to purchase the local brand. Patriotism, family, government support, and intention are other factors that have a highly significant effect on employees' actual purchase toward brands in Yemen. Therefore, the companies and the government must produce good local brands by increasing quality, reducing prices, and building trust between local companies and consumers. Also, the companies and the government should make the customers more aware about the local brands through

the provision of more information about local brands, how to use them, and explanations of additional services that could be obtained from them.

7. The present study indicates the importance of social factors in the determination of the actual purchase local brand setting. Family and masculinity culture have a strong influence on local brand consumers in Yemen. The companies and government, from these findings, could introduce marketing policies involving the launching of intensive national campaign promotions though the advertisement and media channels to encourage family members to actually purchase local brands by providing them sets of local brands with offers and awards. The companies, government, and other organizations could launch free training programs for the consumer, to help those using local brands and servics, and increase the abilities and skills to use these brands simply, without being complex. Last, but not least, the companies can offer new strategies by requesting the Yemeni government to offer tax laws for local brands and protect them from other importedbrands, control imported brands and support the companies in providing the consumers with new local brands and services that could lead to better improvements of local brands in Yemen.

6.7 .1. Government Implications

1. Patriotism in Yemen is considered as an important factor from the perspective of the consumer. The level of patriotism in Yemen is found to be significant *** (Mean score). This is quite high compared to the studies conducted by international researchers (Han., 1988; Dmitrovic, et al., 2009; Vida & Reardon., 2008). The high level of patriotism means that Yemeni consumers accept and prefer actual brands. This study also found that patriotism has a positive and significant direct impact on

intention and actual purchase. Likewise, intention has a positive and significant direct impact on actual purchase behavior, which means that consumers in Yemen would prefer to purchase Yemeni brands in the future.

2. Factors in attracting and influencing Yemeni consumers must focus on the reasons that can satisfy consumers during their actual purchase of local brands. This research showed that there are factors that have influenced the amount of consumer intention and actual purchase of Yemeni brands. This illustrates the importance of paying more attention to the factors that influence consumers in Yemen. The opportunity is ripe for decision-makers in the Ministry of Industry and Trade, and marketing site managers in companies to improve local brand images in the minds of consumers, and to improve services provided for consumers in all the local brand sites in Yemen. This helps them to develop strategies for the development of the local brands offered to consumers.

3. Launch a national campaign "Be Yemeni Buy Yemeni" to increase the level and awareness of the local brands among consumers in different settings to encourage them to actually purchase Yemeni brands. This will lead to support of the brands made by local citizens. Some recommendations to the Ministry of Industry and Trade and to decision-makers in Yemeni industries are as follows:

1. Presentation of seminars to educate people about the importance of dealing with local brands and give a positive image of local brands.
2. Control the imported brands and make sure that imported brands are not available in the local market.
3. Attention to training workers in the local industry sector.

4. Establishing exhibitions for promoting the Yemeni brands in foreign and Arab countries.

5. Using modern techniques in promoting Yemen as a good, safe country for investment.

6. The implications of the key findings provide significant benefits, not only for the government sector, but also for the marketing and business sectors (private sectors) in Yemen. An understanding of actual behavior among Yemeni consumer leads to a better understanding of actual behavior.

7. The private sector should take responsibility by investing in research and development (R & D) processes. Local brand marketing behavior studies are one of the most active marketing processes in any organization.

In view of the above, a marketer can develop a strong strategy to create positive attitudes and behavior towards an increase in the intention to actual purchase behavior among consumers. While the results show that there is an insignificant relationship between Yemeni consumers and local brands, business sectors should perhaps revise their expectations. While campaigning may be desirable to stimulate consumer trust for locally-made brands, that may not be sufficient to alter purchase choices. To impact purchase behavior, businesses need to focus on all the factors in this study that predict actual purchase behavior.

All the above recommendations are capable in helping and improving the performance of the Ministry of Industry and Trade, and companies in the local market. This will yield positive consequences for the national economy and local business sectors.

6.7. 2. Implications to Marketers and Business Level

The implications of the key findings provide significant benefits, not only for the Ministry of Industry and Trade in Yemen, but also for marketing in general and, also for the local private industry sectors in Yemen. An understanding of consumer behavior leads to a better understanding of actual purchase behavior amongst Yemeni consumers.

The private local industry sectors should take responsibility by investing in research and development processes in marketing of local brands and purchase behavior. Consumer's behavior studies are one of the most active marketing processes in any private or public sectors.

The competitive external environment compels a firm to differentiate its brand to cater for consumer needs and wants. Furthermore, firm trust,brand and service quality, promotion and place, must meet consumers' demands. As mentioned earlier, marketers can develop a strong strategy to create positive attitudes towards local brands in Yemen.

A successful marketing strategy should focus on consumers' needs. Furthermore, the results show a weak consumer inclination to trust local brands in Yemen and marketers should perhaps revise their expectations. Promotion campaigns may be desirable to stimulate tourist trust of local brands in Yemen, although they may not be sufficient to alter their decision to trust. To impact actual purchase behavior, marketers need to focus on all the factors in this study that predict consumer behavior.

In order to achieve their objectives, this study suggests that decision-makers must build a strong base for brands and services of local industry sites. In this way, relevant and appropriate strategies can help marketers achieve their objectives.

6.7.3. Academic Implications

Purchase intention behavior has been widely studied in developing countries, whereas there has not been enough research conducted in the actual purchase of a local brand in developed countries, and inless-developed ones, as mentioned in Chapter one. In addition, this is the first academic investigation of general consumer behavior in Yemen. Past studies have not been conducted in developing countries and less-developed countries, particularly in Arab countries. This study adds to the literature on consumers' behavior in Yemen. Additionally, the comparison between TPB model and the generated model can create a much better understanding of actual purchase behavior among consumers in Yemen.

In addition, TPB can be used to demonstrate actual purchase behavior among consumers. Therefore, the Yemen economy should be stronger depending on the Yemeni consumer to increase the local economy, and development of the local industries. Antecedents of intention and actual purchase have not been examined in Yemen before, thus using it in this research could be considered as a big contribution.

The researcher strongly suggests that the external variables may improve the power of the TPB theory. In addition, external variables (patriotism, trust, masculinity culture, price, quality, advertisement, family, and government support) have been included to strongly increase the TPB model, where the generated model

was found to be more useful for understanding actual purchase behavior among consumers in Yemen. Thus, using this research model can help the ongoing efforts of theory-building in this field. Also, this approach should be utilized in further research. The good (useful) statistical method, "Structural Equation Modeling" (SEM) is strongly recommended for model testing using AMOS 16.0, based on its various benefits over other multivariate techniques (Byrne 2001, 2006). In order to make a major contribution to the existing body of knowledge and literature, we needed to apply Structural Equation Modeling (SEM).

The application of SEM promotes a better quality of research. SEM has useful features, especially in modeling multivariate relations. Furthermore, there are no widely and easily applied alternative methods of this kind (Byrne, 2006). In addition, researchers in Arab countries do not use Structural Equation Modeling (SEM). Therefore, a research study needs to apply Structural Equation Modeling (SEM) to investigate marketing in local actual purchase and related areas in the Arab world to add more knowledge to empirical studies.

This study contributes towards academic knowledge by an examination of important theories that have an effect on actual purchase behavior among consumers in Yemen. In this study, TPB theory is considered suitable to explain consumer purchase behavior. In addition, this knowledge is further developed in consumer purchase of a local brand in Yemen. Also, the study develops education in the universities of Yemen through their Bachelors and Masters degrees.

This study is designed to address the local industry destination marketing in Yemen, and endeavors to propose a new marketing framework that can help the Ministry of Industry and Trade to prepare for appropriate academic plans and marketing strategies to develop the local industry sector.

6. 8. Limitations of the Study

While this study has produced interesting findings, it does however have certain limitations. First, this study reports a limitation with respect to sample size in the present study, which is relatively small. These findings do not reflect the full consumer diversity. The study targeted only the public school employees in Yemen. Therefore, the findings of this study do not reflect the actual purchase behavior of other sectors, such as soldiers, university employees or consumers that are not employees in government sectors. In this study, no brand categories were investigated. Therefore,brand categories should be examined to show what local brand categories are preferred.

Second, consumers from different cultures can exhibit different levels of patriotic tendencies and culture. This study tries to investigate the decrease of consumers' actual purchase of a local brand from the consumer perspective only. It neglects other aspects such as weaknesses in strategies and policies by local companies and the Yemeni government.Other factors may contribute to the intention and actual behavior to purchase local brands by Yemeni consumers. For example, loyalty, country-of-origin, animosity, or satisfaction. The chosen attributes are not comprehensive enough; some neglected attributes could have impacted on the level of consumer satisfaction and actual purchase toward the local brands.

This study focused on the investigations of the antecedents of the actual purchase of a local brand in Yemen; it neglected other aspects such as the effect of the characteristics of the companies that produced local brands, or the characteristics of the companies that provide services for local brands to consumers that use them. In addition, this study discussed a few antecedents of actual purchase of local brands,

and neglected a lot of it, such as the satisfaction from local brandsfor consumers, loyalty to the local brands, loyalty to companies that provide local brands, brand equity, motivation, service quality, reputation, availability, and others.

Finally, the difficulty in finding enough literature that covers all the variables is one of the limitations, as there are no studies containing all the contingent variables (patriotism, trust, advertisement, price, quality, family, masculinity culture, government support), purchase intention and actual purchase of local brands in Arab countries, and in Yemen

.

6. 9. Future Research

This study has a number of limitations thatcould create opportunities for future research. Firstly, no brand categories were investigated. Therefore, brand categories should be examined in future research. The results found would enable the undertaking of comparable findings in other countries (Nguyen et al., 2008; Huddleston et al., 2001).

Secondly, consumers from different cultures can exhibit different levels of patriotic tendencies and culture. Therefore, cross-cultural studies involving other developing countries should be undertaken.

Thirdly, future studies could increase the sample size to be more comprehensive, and target other sectors, such as private sector employees in Yemen to be all-inclusive.

Fourthly, other factors may contribute to the purchase intention and actual purchase behavior toward local brands by Yemeni consumers. For example, country-of-origin, animosity (Klein et al.,1998), and individual achievement orientation (Ross

et al.,2003), which have been extensively studied in other countries, are largely ignored in Yemen. This should also be addressed in future research.

Also, future research could examine more antecedents or factors influencing the actual purchase of a local brand in Yemen; since the variables are still recommended to be investigated on a larger scale with specific attention being given to actual purchase. These variables could include the satisfaction, loyalty, perceived value (Chiou, 2004; Valle et al., 2006), brand equity motivations, service quality, reputation, availability, and others.

Moreover, future research could conduct more related studies in the actual purchase of local brand settings in Yemen, since there are only a few past studies investigating the actual purchase in Yemen, or a comparative study could be conducted to compare between Yemen and other countries' purchase of the local brands.

As indicated earlier, there is a lack of research on actual purchase behavior of local brands in the less-developed countries. This is the first study concerning actual purchase of the local brands among consumers in Yemen in particular, and less-developed countries, in general. Thus, the researcher suggests conducting in-depth research in countries other than less-developed countries. Since this study was based on TPB theory, future research could extend this theory and apply it in a new version of the actual purchase, or other exchange theories that could be applied in the Yemeni context.

Finally, the researcher used only one instrument, a questionnaire survey. Thus, the researcher suggests that the qualitative method of in-depth interview could be a suitable way to find more factors that could influence consumers toward local

brands in Yemen. This can be better achieved when the researcher builds a trusted relationship with them and speaks their language.

6.10. Conclusions

In conclusion, the study presents how the current research objectives have been realized in light of the previous elaborated discussion of results. This study examined the utilization of theory of planned behavior on the analysis of local brand purchase in Yemen, and the antecedents of the actual purchase of a local brand using SEM. This study is capable of helping companies and the government to understand consumer purchase behavior better. Furthermore there are eight direct significant and positive relationships and nine insignificant relationships in this study.

Firstly, direct significant antecedents of the actual purchase of a local brand are: purchase intention, patriotism, quality, government support and family, which were supported. Secondly, direct significant antecedents of purchase intention (patriotism, masculinity culture, and family) were supported. Thirdly, direct insignificant antecedents of actual purchase are price, trust, advertisement, and masculinity culture. Fourthly, direct insignificant antecedents of purchase intention are trust, advertisement, price, quality, and government support.

A total of eight direct antecedent relationships were supported and nine direct relationships were not supported, as mentioned above.

Fifthly, indirect effects were supported, purchase intention was found to be a mediator between patriotism, family, and masculinity culture, and actual purchase of a local brand in Yemen. However, indirect effects were not supported; purchase intention was found to be a mediator between price, quality, advertisement, government support, and trust, and actual purchase of local brands in Yemen. The

research proposed an extension to the TPB model that accounts for the utilization of the united model within the actual purchase contexts.

The proposed extension involving patriotism, quality, family influence, masculinity culture, and government support, were successfully integrated with TPB in the context of the Yemen model. As mentioned earlier, this study aims to address the applicability of TPB, which was established in developing countries, in other non-Western cultures, or in developing countries.

The major perception is that most different knowledge acceptance theories, designed and produced in developed countries, are culturally-biased in favor of those developed countries' social and cultural knowledge and systems. This bias may arrest the applicability of these different knowledge theories when moved to another culture. The present study also indicates that TPB was a successful model in studying the antecedents of the actual purchase of local brands in Yemen.

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APPNDIX

APPENDIX

A/ (4.1)

Questionnaire English Version and English & Arabic Version)

QUESTIONNAIRE PROTOCOL

Dear respondents, I am a graduate student collecting data for my PhD dissertation entitled: (THE UTILIZATION OF THEORY OF PLANNED BEHAVIOR ON THE ANALYSIS OF LOCALbrand BRAND PURCHASE IN YEMEN), I really appreciate your responses to this questionnaire. I ask your opinion about certain related aspects. I also ask some background information about the demographic data such as gender, age, income, occupation and education. The surveys do not take more than 10 minutes. All survey items are kept confidential, and your response will be treated fully confidential by the department of business school in University Utara Malaysia.

UNIVERSITY UTARA MALAYSIA

COLLEGE OF BUSINESS

PhD STUDENT: JAMAL MOHAMMED ALEKAM

SUPERVISOR: PROF.DR. NIK KAMARIAH

DR. SLANIZA MD SALLEH

QUESTIONNAIRE:

The following questions are to find out the degree of your agreement or disagreement to statements. Please respond to each statement and designate your level of agreement or disagreement by choosing an appropriate number pertaining to one answer on the scale that best describes your opinion.

Part 1: Please read the following statements and circle only one number which best describes your opinion

Each number has the following meaning:

1	2	3	4	5	6	7
strongly disagree	disagree	disagree somewhat	neutral	agree somewhat	agree	Strongly agree

Code of	PATRIOTISM	1	2	3	4	5	6	7
Pat1	Patriotism should be a primary aim of education so our children will believe our country is the best in the world	1	2	3	4	5	6	7
Pat2	There should be very little trading or purchasing of goods from other countries unless out of necessity.	1	2	3	4	5	6	7
Pat3	Imported goods that threaten local industry should be banned.	1	2	3	4	5	6	7
Pat4	Patriotism and loyalty are the first and most important requirements of a good citizen	1	2	3	4	5	6	7
Pat5	Yemenis should not buy foreignbrand s because it hurts Yemeni business and employment.	1	2	3	4	5	6	7
Pat6	I am willing to stop purchasing imported goods.	1	2	3	4	5	6	7
Pat7	Yemeni consumers who purchase brands made in other countries are responsible for putting their fellow Yemenis out of work.	1	2	3	4	5	6	7
Pat8	Only thosebrand s that are unavailable in Yemen should be imported.	1	2	3	4	5	6	7

Pat9	The Yemeni Government should protect domestic industries by creating trade barriers.	1	2	3	4	5	6	7
Pat10	Yemenis should only accept imported goods from countries that accept our imports.	1	2	3	4	5	6	7
Pat11	Yemenis should purchase local brands to keep Yemenis working.	1	2	3	4	5	6	7
Code of	TRUST							
Tra1	In general, local Yemeni business firms usually accept responsibility for theirbrand s and guarantees.	1	2	3	4	5	6	7
Tra2	Most local companies' complaint departments back up theirbrand s and effectively handle consumer problems.	1	2	3	4	5	6	7
Tra3	Most claims made by local companies in advertising are believable	1	2	3	4	5	6	7
Tra4	When consumers have problems with local brands they have purchased; it is usually easy to get them corrected.	1	2	3	4	5	6	7
Tra5	In general, local business can effectively improve itself without government pressure.	1	2	3	4	5	6	7
Tra6	Most local manufacturers are more interested in making profits than in helping consumers.	1	2	3	4	5	6	7
Tra7	I am confident that local firms will act in the best interests of the consumer.	1	2	3	4	5	6	7
Tra8	I am convinced that country’s local firms give detailed and truthful information.	1	2	3	4	5	6	7
Code of	ADVERTISEMENT							
Ad1	Most advertising provides consumers with essential information for local brand.	1	2	3	4	5	6	7
Ad2	Most advertising makes false claims for local brands.	1	2	3	4	5	6	7
Ad3	Most advertising is intended to deceive rather than to inform consumers.	1	2	3	4	5	6	7
Ad4	Advertising is good for consumer information.	1	2	3	4	5	6	7
Ad5	The advertisements suggest that I should purchase local brand regularly within the forthcoming month	1	2	3	4	5	6	7
Ad6	Advertising reports influence me to purchase local brand regularly within the forthcoming month	1	2	3	4	5	6	7

Ad7	I feel under pressure from advertising to purchase local brand regularly within the forthcoming month	1	2	3	4	5	6	7
Ad8	I believe that advertising consistently recommends to purchase local brand	1	2	3	4	5	6	7
Code of	PRICE							
prc1	I give up too much if I only purchase Yemeni –made brand .	1	2	3	4	5	6	7
Prc2	I would have to sacrifice quality if I only bought brands made in Yemen.	1	2	3	4	5	6	7
Prc3	Most local brands I purchase are overpriced.	1	2	3	4	5	6	7
Prc4	Local businesses could charge lower prices and still be profitable.	1	2	3	4	5	6	7
Prc5	Most prices are reasonable considering the high cost of doing local business	1	2	3	4	5	6	7
Prc6	Localbrand price is competitive than others	1	2	3	4	5	6	7
Prc7	Localbrand price commensurate with its quality	1	2	3	4	5	6	7
Prc8	In general, I am satisfied with the prices I pay for local brands.	1	2	3	4	5	6	7
Prc9	Local brand price is suitable for our purchasing power	1	2	3	4	5	6	7
Code of	QUALITY							
qut1	The quality of most local brands I buy today is as good as can be expected.	1	2	3	4	5	6	7
Qut2 chick	Most local brands I buy wear out too quickly.	1	2	3	4	5	6	7
Qut3 chick	Many of the localbrand s that I bought are defective in some ways.	1	2	3	4	5	6	7
Qut4 chick	Companies making local brands that do not care enough about how well they perform.	1	2	3	4	5	6	7
Qut5 chick	In general, I am dissatisfied with the quality of most local brand.	1	2	3	4	5	6	7
Qut6	Most localbrand s are safe when used correctly.	1	2	3	4	5	6	7
Qut7	I am satisfied with most of the local brands I buy							
Code	MASCULINITY CULTURE							

Msc1	Businesses should be more aggressive in growth.	1	2	3	4	5	6	7
Msc2	Money and material things are important.	1	2	3	4	5	6	7
Msc3	Men are supposed to be assertive, ambitious, and tough.	1	2	3	4	5	6	7
Msc4	The dominant values in society are caring for others and for preservation.	1	2	3	4	5	6	7
Msc5	It is more important for men to have a professional career than it is for women.	1	2	3	4	5	6	7
Msc6	Men usually solve problems with logical analysis; women usually solve problems with intuition.	1	2	3	4	5	6	7
Code	FAMILY							
Fam1	I will purchase local brand because my family purchases it.	1	2	3	4	5	6	7
Fam2	I will purchase local brand if my family has already been purchasing it	1	2	3	4	5	6	7
Fam3	My families who are important to me would think that purchasing local brand is a wise idea.	1	2	3	4	5	6	7
Fam4	My families who are important to me would think I should purchase local brand.	1	2	3	4	5	6	7
Fam5	My family considers it a good idea if I purchase local brand at least once	1	2	3	4	5	6	7
Fam6	Family members who influence my behavior will purchase local brand at least once.	1	2	3	4	5	6	7
Fam7	Family members who influence my behavior will purchase local brand at least once.	1	2	3	4	5	6	7
Fam8	Family members who influence my behavior approve that I purchase local brand.	1	2	3	4	5	6	7
Code	STATEMENTS OF GOVERNMENT SUPPORT							
Gov1	The government must spend money on educating consumers about local brands.	1	2	3	4	5	6	7
Gov2	What is seen on the outside of the package is often not what you get inside.	1	2	3	4	5	6	7
Gov3	In the interest of consumers, there should be more government control of business practices.	1	2	3	4	5	6	7
Gov4	The Yemeni government should test competing brands of local brands and make the results of these tests available to	1	2	3	4	5	6	7

	consumers.							
Gov5	The government should set minimum standards of quality for all local brands sold to consumers .	1	2	3	4	5	6	7
Gov6	The government should exercise more responsibility for regulating the advertising, sales and marketing activities of local manufacturers.	1	2	3	4	5	6	7
Gov7	The Yemeni government promotes the local brand for consumer.	1	2	3	4	5	6	7
Tra8	The Yemeni government expects me to purchase local brand	1	2	3	4	5	6	7
Code	PURCHASE INTENTION							
Pi1	In purchasingbrand s, I will not purchase an imported one. (reverse)	1	2	3	4	5	6	7
Pi2	I will always purchasebrand s made in Yemen.	1	2	3	4	5	6	7
Pi3	I will only purchase importedbrand s when local brands are not available.	1	2	3	4	5	6	7
Pi4	I will recommend friends to purchase local brands.	1	2	3	4	5	6	7
Pi5	I will purchase local brands even at higher prices.	1	2	3	4	5	6	7
Pi6	I would purchase local brand.	1	2	3	4	5	6	7
Pi7	I would consider purchasing local product/brand.	1	2	3	4	5	6	7
Pi8 chick	There is a good probability that I would consider purchasing local product /brand.	1	2	3	4	5	6	7
Code	ACTUAL PURCHASE OF LOCALbrand S/BRAND							
Acp1	I shop first at retail outlets that make a special effort to offer Yemeni made brands	1	2	3	4	5	6	7
Acp2	I take time to look at labels in order to knowingly purchase more Yemeni made brands	1	2	3	4	5	6	7
Acp3	I take time to look at labels in order to knowingly purchase more brands of Yemeni made brands	1	2	3	4	5	6	7
Acp4	Mostly, I purchase Yemeni made brands	1	2	3	4	5	6	7
Acp5	I chose a Yemeni madebrand even when a similar foreign item was available.	1	2	3	4	5	6	7
Acp6	I purchased a Yemeni madebrand even when a better quality foreign item was available	1	2	3	4	5	6	7

Acp7	I purchase a Yemeni made brand even when a cheaper foreign item was available.	1	2	3	4	5	6	7

Part2: General Data: Please tick ( ) the best box according to your information.

A1	Gender الجنس	⬭ Male ذكر ⬭ Female انثى
A2	Age ----------years	⬭ Less than 20 years old ⬭ 21 – 30 years old ⬭ 31 – 40 years old ⬭ above 41 years old
A3	Income/month ----------RY	⬭ Less than 30000 RY ⬭ 30000-Less 60000RY ⬭ 60000-Less 90000RY ⬭ 90000- RY and over
A4	Occupation	⬭ Teacher ⬭ Worker /Administrative worker ⬭ Headmaster ⬭ Others…… please specify
A5	Education level	⬭ High school ⬭ Bachelor degree ⬭ Master degree ⬭ Doctoral degree ⬭ Others …….. please specify

QUESTIONNAIRE PROTOCOL

Dear respondents, I am a graduate student collecting data for my PhD dissertation entitled: (THE UTILIZATION OF THEORY OF PLANNED BEHAVIOR ON THE ANALYSIS OF LOCALbrand BRAND PURCHASE IN YEMEN), I really appreciate your responses to this questionnaire. I ask your opinion about certain relate aspects; I also ask some background information about the demographic data such as gender, age, income, occupation and education. The surveys do not take more than 10 minutes. All survey items are kept confidential, and your response will be treated fully confidential by the department of business school in University Utara Malaysia.

استبيان

المجيبين الأعزاء ، أنا طالب دراسات عليا أجمع البيانات عن أطروحة الدكتوراه بعنوان : (استخدام نظرية السلوك في تحليل شراء المنتجات المحلية في اليمن)، مقدراً لكم تعاونكم وردكم على هذا الاستبيان,طالباً تكرمكم بإبداء رأيكم حول بعض الجوانب المتعلقة بالموضوع، وأطلب أيضا بعض المعلومات الأساسية حول البيانات الديموغرافية مثل الجنس والسن والمهنة والدخل والتعليم. إن الإجابة على هذا الاستبيان لن تستغرق أكثر من 10 دقيقة ان شاءالله. علماً أن المعلومات والإجابات سوف تعامل بسرية تامة وللغرض العلمي فقط من قبل الباحث وكلية إدارة الأعمال في جامعة أوتارا ماليزيا.

UNIVERSITY UTARA MALAYSIA جامعة الشمال الماليزية

COLLEGE OF BUSINESS كلية ادارة الاعمال

PhD STUDENT: طالب دكتوراة:

JAMAL MOHAMMED ALEKAM جمال محمد العكام

SUPERVISOR: PROF.DR. NIK KAMARIAH المشرف: بروفوسور. دكتور.نك قمرية

DR. SLANIZA MD SALLEH دكتور: سالنيزه محمد صالح

QUESTIONNAIRE: استبيان

The following questions are to find out the degree of your agreement or disagreement to statements. Please respond to each statement and designate you level of agreement or disagreement by choosing an appropriate number pertaining to only one answer on the scale that best describes your opinion.

الأسئلة التالية لمعرفة درجة الاتفاق أو الاختلاف حول العبارات المذكورة أدناه. يرجى الرد على كل عبارة وتعيين مستوى موافقتك أو اختلافك عن طريق اختيارك الرقم المناسب(خيار واحد فقط لكل عبارة) والذي يعبر عن رأيك (درجة اتفاقك أو اختلافك) حول العبارة.

Part 1: Please read the following statements and circle only one number which best describes your opinion

الجزء الاول: يرجى تكرمكم بقراءة العبارات التالية ثم ضع دائرة حول الإجابة (خيار واحد فقط) التي تعبر عن رأيك.

Each number has the following meaning:

الأرقام من 1-7 تشير إلى درجة الاتفاق أو الإختلاف حول فقرات الاستبيان كما يلي :

1	2	3	4	5	6	7
strongly disagree غيرموافق بشدة	disagree غيرموافق	somewhat disagree غيرموافق نوعا ما	neutral محايد	agree somewhat موافق نوعا ما	agree موافق	Strongly agree موافق بشدة

	PATRIOTISM الوطنية(حب الوطن)	1	2	3	4	5	6	7
1	Patriotism should be a primary aim of education so our children will believe our country is the best in the world. حب الوطن يجب أن يكون هدف أساسي من التعليم كي يؤمن أطفالنا بان بلدنا هو الأفضل في العالم.	1	2	3	4	5	6	7
2	There should be very little trading or purchasing of goods from other countries unless out of necessity. يجب أن يكون هناك القليل جدا من تداول أو شراء السلع من البلدان الأخرى إلا بدافع الضرورة	1	2	3	4	5	6	7
3	Imported goods that threaten local industry should be banned. يجب منع البضائع المستوردة التي تهدد الصناعة المحلية.	1	2	3	4	5	6	7
4	Patriotism and loyalty are the first and most important requirements of a good citizen. تعتبر الوطنية والولاء من اهم متطلبات المواطن الصالح	1	2	3	4	5	6	7
5	Yemenis should not buy foreignbrand s because it hurts Yemeni business and employment.	1	2	3	4	5	6	7

	ينبغي على اليمنيين أن لا يشتروا المنتجات الأجنبية لأن ذلك يضر بالأعمال اليمنية وفرص العمل.							
6	I am willing to stop purchasing imported goods. أنا على استعداد لوقف شراء السلع المستوردة.	1	2	3	4	5	6	7
7	Yemeni consumers who purchasebrand s made in other countries are responsible for putting their fellow Yemenis out of work. المستهلكون اليمنيون الذين يشترون منتجات مصنوعة في بلدان أخرى هم المسؤولون عن فقدان زملائهم اليمنيين لفرص العمل	1	2	3	4	5	6	7
8	Only thosebrand s that are unavailable in Yemen should be imported. ينبغي أن يقتصر الاستيراد فقط على المنتجات التي لا تتوفر في اليمن	1	2	3	4	5	6	7
9	The Yemeni Governments should protect domestic industries by creating trade barriers. ينبغي علي ا لحكومة اليمنية حماية الصناعات المحلية من خلال وضع قيود تجارية على استيراد السلع.	1	2	3	4	5	6	7
10	Yemenis should only accept imported goods from countries that accept our exports. ينبغي علي اليمنيين أن لا يقبلوا السلع المستوردة ما عدا تلك المستوردة من البدلان التي تقبل صدادرات اليمن إليها.	1	2	3	4	5	6	7
11	Yemenis should purchase localbrand s to Keep Yemenis working? ينبغي على اليمنيين شراء المنتجات المحلية من أجل الحفاظ على وظائف اليمنيين	1	2	3	4	5	6	7
TRUST الثقة								
1	In general, local Yemeni business firms usually accept responsibility for theirbrand s and guarantees. بشكل عام، الشركات التجارية المحلية اليمنية عادة تقبل المسؤولية عن منتجاتها وضمانها	1	2	3	4	5	6	7
2	Most local companies' complaint departments back up theirbrand s and effectively handle consumer problems. ادارات الشكاوي في الشركات المحلية تقبل استرجاع المنتجات وتتعامل بشكل فعال مع شكاوي المستهلك.	1	2	3	4	5	6	7
3	Most claims made by local companies in advertising are believable. معظم الدعايات المقدمة من الشركات المحلية في إعلاناتها مقبولة (قابلة للتصديق)	1	2	3	4	5	6	7
4	When consumers have problems with localbrand s they have purchased; it is usually easy to get them corrected. في حالة ما واجه المستهلكون مشاكل في المنتجات المحلية التي يشتروها فإنه عادة من السهل حصولهم على إصلاحها.	1	2	3	4	5	6	7
5	In general, local business can effectively improve itself without government pressure. بشكل عام يمكن للشركات المحلية ان تحسن نفسها بشكل فعال من دون ضغط من الحكومة.	1	2	3	4	5	6	7
6	Most local manufacturers are more interested in making profits than in helping consumers. معظم الشركات المصنعة المحلية مهتمة بتحقيق الأرباح أكثر من اهتمامها في مساعدة المستهلكين	1	2	3	4	5	6	7

7	I am Confident that local firms will act in the best interests of the consumer. أنا واثق من أن الشركات المحلية ستعمل في مصلحة المستهلك.	1	2	3	4	5	6	7
8	I am Convinced that country's local firms give detailed and truthful information. إنني مقتنع بأن الشركات المحلية في البلاد تعطي معلومات مفصلة وصادقة	1	2	3	4	5	6	7
الإعلان عن السلع ADVERTISEMENT								
1	Most advertising provides consumers with essential information for local product/brand. معظم الإعلانات توفر للمستهلكين المعلومات الأ ساسية عن المنتج/ العلامة التجارية المحلي	1	2	3	4	5	6	7
2	Most advertising makes false claims for local brands. معظم الإعلانات تقدم دعايات كاذبة للمنتجات المحلية.	1	2	3	4	5	6	7
3	Most advertising is intended to deceive rather than to inform consumers. معظم الاعلانات يراد بها خداع المستهلكين وليس توعيتهم.	1	2	3	4	5	6	7
4	Advertising is good for consumer information. الاعلان جيد للحصول على معلومات للمستهلك.	1	2	3	4	5	6	7
5	The advertisements suggest that I should purchase localbrand regularly within the forthcoming month الاعلانات تشير إلى أنة ينبغي لي أن أ شتري المنتج المحلي بانتظام خلال الشهر المقبل	1	2	3	4	5	6	7
6	Advertising reports influence me to purchase local brand regularly within the forthcoming month. التقارير الإعلانية تؤثر عليً لشراء المنتج المحلي بانتظام خلال الشهر المقبل.	1	2	3	4	5	6	7
7	I feel under pressure from advertising to purchase local brand regularly within the forthcoming month. أشعر بضغط الدعاية علي لشراء المنتج المحلي / العلامة التجارية بانتظام في غضون الشهر المقبل	1	2	3	4	5	6	7
	I believe that advertising consistently recommends purchasing localbrand. اعتقد ان الدعاية توصي بالاستمرار في شراء المنتج المحلي.	1	2	3	4	5	6	7
السعرPRICE								
1	I give up too much if I only purchase Yemeni -madebrand . أضحي كثرا عندما اقتصر على شراء المنتجات اليمنية فقط	1	2	3	4	5	6	7
2	I would have to sacrifice quality if I only boughtbrand made in the Yemen. عليً أن أضحي بالجودة إذا ما اشتريت فقط المنتج المحلي.	1	2	3	4	5	6	7
3	Most localbrand s I purchase are overpriced. معظم المنتجات المحلية التي اشتريها سعرها مرتفع	1	2	3	4	5	6	7
4	Local businesses could charge lower prices and still be profitable. يمكن للشركات المحلية تخفيض أسعار منتجاتها مع الحفاظ على ربحيتها.	1	2	3	4	5	6	7
5	Most prices are reasonable considering the high cost of doing local business. معظم الأسعار معقولة بالنظر إلى ارتفاع تكلفة ممارسة الأعمال التجارية المحلية	1	2	3	4	5	6	7
6	Localbrand price is competitive than others. سعر المنتج المحلي منافس لأسعار المنتجات الخارجية.	1	2	3	4	5	6	7
7	Localbrand price is commensurate with its quality. أسعار المنتجات المحلية يتناسب مع جودتها	1	2	3	4	5	6	7
8	In general, I am satisfied with the prices I pay for local brand	1	2	3	4	5	6	7

	s. بشكل عام، أنا راض عن الأسعار التي أدفعها للمنتجات المحلية							
9	Localbrand price is suitable for our purchasing power. سعر المنتج المحلي مناسب لقدرتنا الشرائية	1	2	3	4	5	6	7
	QUALITY الجودة							
1	The quality of most localbrand s I buy today is as good as can be expected. جودة معظم المنتجات المحلية التي اشتريها هذه الأيام جيدة كما هو متوقع.	1	2	3	4	5	6	7
2	Most localbrand s I buy wear out too quickly. معظم المنتجات المحلية التي اشتريتها تبلى بسرعة كبيرة	1	2	3	4	5	6	7
3	Many of the localbrand s that I bought are defective in some ways. العديد من المنتجات المحلية التي اشتريتها معيبة في بعض الجوانب.	1	2	3	4	5	6	7
4	Companies making localbrand s that were not care enough about how well they perform. الشركات التي تصنع المنتجات المحلية لا تهتم بما فيه الكفاية بحسن الأداء للمنتج	1	2	3	4	5	6	7
5	In general, I am dissatisfied with the quality of most local brands available. بشكل عام،أنا غير راض عن جودة معظم المنتجات المحلية المتوفرة	1	2	3	4	5	6	7
6	Most local brands are safe when used correctly. غالبية المنتجات المحلية آمنة عند استخدامها بشكل صحيح	1	2	3	4	5	6	7
7	I am satisfied with most of the local brand I buy نا راض عن غالبية المنتجات المحلية التي أشتريهاا							
	MASCULINITY CULTURE. الثقافة الذكورية							
1	Local Businesses should be more aggressive in growth. الشركات المحلية ينبغي أن تكون أكثر قوة في نموها	1	2	3	4	5	6	7
2	Money and material things are important for local businesses. الأموال والأشياء المادية مهمة للشركات المحلية	1	2	3	4	5	6	7
3	Men are supposed to be assertive, ambitious, and tough. من المفترض أن يكون الرجال اكثر حزما وطموحا وصرامة	1	2	3	4	5	6	7
4	The dominant values in society are caring for others and for preservation. القيم السائدة في المجتمع هي الاهتمام بالآخرين والحفاظ عليهم	1	2	3	4	5	6	7
5	It is more important for men to have a professional career than it is for women. يعتبر الحصول على وظيفة مهنية أكثر أهمية بالنسبة للرجال مما هو عليه الحال بالنسبة للمرأة	1	2	3	4	5	6	7
6	Men usually solve problems with logical analysis; women usually solve problems with intuition. الرجال عادة يحلوا المشاكل بتحليل منطقي، والمرأة عادة تحل المشاكل ببداهة	1	2	3	4	5	6	7
	FAMILY الأسرة							
1	I will purchase local brand because my family purchases it. سوف اشتري المنتج المحلي لان عائلتي تشتري ذلك.	1	2	3	4	5	6	7
2	I will purchase local brand if my family has already been purchased it. سوف اشتري المنتج المحلي إذا كانت عائلتي قد قامت بشرائها لهذا المنتج	1	2	3	4	5	6	7
3	My families who are important to me would think that purchasing localbrand is a wise idea. عائلتي الذين هم بالنسبة لي مهمين يعتقدوا ان شراء المنتج المحلي هي فكرة حكيمة	1	2	3	4	5	6	7
4	My families who are important to me would think I should	1	2	3	4	5	6	7

	purchase local brand. عائلتي الذين هم بالنسبة لي مهمين يعتقدوا انه يجب أن اشتري المنتج المحلي							
5	My family considers it a good idea if I purchase localbrand /brand at least once. عائلتي ترى انها فكرة جيدة أن اشتري المنتج المحلي على الأقل مرة واحدة	1	2	3	4	5	6	7
6	My family members who influence my behavior will purchase local brand at least once. أعضاء عائلتي الذين لهم تأثير علي سلوكي سوف يشترون المنتج المحلي على الأقل مرة واحدة	1	2	3	4	5	6	7
7	My Family members who influence my behavior approve that I purchase local brand. أعضاء عائلتي الذين يؤثروا على سلوكي يوافقون علي ان اشتري المنتج المحلي.	1	2	3	4	5	6	7
	GOVERNMENT SUPPORT.الدعم الحكومي							
1	Yemen government must spend money on educating consumers about r local brands. يجب علي الحكومة اليمنية انفاق المال على تثقيف وتعليم المستهلكين حول المنتجات المحلية.	1	2	3	4	5	6	7
2	What is seen on the outside of the package is often not what you get inside. ما ينظر إليه من خارج الغلاف غالبا ما لا يكون عليه في الداخل	1	2	3	4	5	6	7
3	In the interest of consumers, there should be more government control of business practices. من اجل مصلحة المستهلكين ، يجب أن يكون هناك مزيد من الرقابة الحكومية على الممارسات التجارية.	1	2	3	4	5	6	7
4	The Yemeni government should test competing brands of localbrand s and make the results of these tests available to consumers. ينبغي على الحكومة اليمنية اختبار العلامات التجارية المنافسة للمنتجات المحلية وجعل نتائج هذه الاختبارات متاحة للمستهلكين	1	2	3	4	5	6	7
5	The Yemen government should set minimum standards of quality for all local brand sold to consumers . ينبغي على الحكومة اليمنية وضع معايير للجودة لجميع المنتجات المحلية التي تباع للمستهلكين	1	2	3	4	5	6	7
6	The Yemen government should exercise more responsibility for regulating the advertising, sales and marketing activities of local manufacturers. ينبغي على الحكومة اليمنية ممارسة المزيد من المسؤولية لتنظيم الإعلان والمبيعات والأنشطة التسويقية للمصنعين المحليين	1	2	3	4	5	6	7
7	The Yemeni government promotes the local brand for consumer. الحكومة اليمنية تروج المنتج المحلي للمستهلك.	1	2	3	4	5	6	7
8	The Yemeni government expects me to purchasing local brand . الحكومة اليمنية تتوقع ان اشتري المنتج المحلي	1	2	3	4	5	6	7
	PURCHASE INTENTION.النية في الشراء							
1	In purchasingbrand s, I will not purchase an imported one. في شراء المنتجات، لن اشتري المنتج المستورد	1	2	3	4	5	6	7
2	I will always purchasebrand s made in Yemen. دائما سوف اشتري المنتجات المصنوعة في اليمن	1	2	3	4	5	6	7
3	I will only purchase imported brand when local brand s are not available.	1	2	3	4	5	6	7

	سأشتري المنتجات المستوردة فقط عندما لا تتوفر المنتجات المحلية البديلة.							
4	I Will recommend friends to purchase local brand . سوف أوصي أصدقاء لشراء المنتج المحلي	1	2	3	4	5	6	7
5	I Will purchase localbrand even at higher prices. سوف اشتري المنتج المحلي وإن كان بسعر أعلى	1	2	3	4	5	6	7
6	I would purchase localbrand. أود أن أشتري المنتج المحلي.	1	2	3	4	5	6	7
7	I would consider purchasing localbrand. سأخذ بعين الاعتبار شراء المنتجات المحلية .	1	2	3	4	5	6	7
8	There is a good probability that I would consider purchasing localbrand. هناك احتمال جيد في أن اخذ بعين الاعتبار شراء المنتج المحلي.	1	2	3	4	5	6	7
	ACTUAL PURCHASE OF LOCALbrand S/BRAND الفعلي الشراء الفعلي للمنتجات المحلية / العلامة التجارية							
1	I shop first at retail outlets that make a special effort to offer Yemeni madebrand s. أتسوق أولاً في أسواق التجزئة التي تبذل جهود لعرض المنتجات اليمنية.	1	2	3	4	5	6	7
2	I take time to look at labels in order to knowingly purchase more brands of Yemeni madebrand s. أخذ وقت للنظر إلى أسماء المنتجات لأشتري بمعرفة مسبقة أصناف أكثر من المنتجات اليمنية	1	2	3	4	5	6	7
3	Mostly, I purchase Yemeni madebrand s. في الغالب، اشتري المنتجات اليمنية الصنع.	1	2	3	4	5	6	7
4	I Chose Yemeni made brand when a similar foreign item was available عند وجود منتج أجنبي مشابه للمنتج المحلي فإني أختار المنتج اليمن الصنع.	1	2	3	4	5	6	7
5	I purchased a Yemeni made brand when a better quality foreign item was available. رغم توفر المنتج الأجنبي ذو الجودة أفضل ، فقد قمت بشراء المنتج اليمني.	1	2	3	4	5	6	7
6	I purchase Yemeni made brand when a cheaper foreign item was available. أشتري المنتج اليمني في الوقت الذي يوجد منتج اجنبي ارحض في الثمن	1	2	3	4	5	6	7

Part2: General Data: Please tick (√) on the appropriate circle according to your information.

) في الدائرة المناسبة وفقا للمعلومات الخاصة بك√البيانات العامة : يرجى وضع علامة (

A1	Gender الجنس	○Male ذكر ○ Female انثى
A2	Age العمر	○ Less than 20 years old اقل من 20 عام ○ 21 – 30 years old بين 21 و30 سنة ○ 31 – 40 years old بين 31و40سنة ○ above 41 years old العمر فوق 40 سنة
A3	Monthly Income (YR) الدخل الشهري (بالريال	○ Less than 30000 RY. اقل من 30000الف ريال ○ 30000-Less 60000RY60000 بين 30000و اقل من

	اليمني)	من 60000واقل من 60000-Less 90000RY من 90000وما فوق 90000- RY and over
A4	Occupationالمهنة	Tocherمعلم| مدرس Worker /Administrative worker (حدده) عمل اداري Headmaster مدير Others(Please specify) ..... اخري (يرجى تحديده) .....
A5	Education level المستوي التعليم	High school ثانوية Bachelor degree بكالوريوس Master degree درجة ماجستير Doctoral degree دكتوراة Others (Please specify) ..... اخري (يرجى تحديده) .....
	Name of city. Name of Scholl Type of Scholl: Primary school. Secondary school Primary and secondary schools	اسم االمدينة..... . اسم المدرسة..... نوع المدرسة: اساسي ثانوي اساسي وثانوي.

Thank you for spending your time to provide your thoughts and ideas through the participation in this study.

شكرا جزيلا لكم علي انفاق وقتكم الثمين علي تقديم الافكار والاقتراحات من خلال مشاركتكم في هذة الدراسة

APPENDIX

B/5. 1.

OUTLIERS

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	19.05	734.77	370.53	126.025	667
Std. Predicted Value	-2.789	2.890	.000	1.000	667
Standard Error of Predicted Value	43.942	120.569	83.473	14.736	667
Adjusted Predicted Value	-3.02	853.78	370.01	135.406	667
Residual	-447.525	422.784	.000	163.732	667
Std. Residual	-2.430	2.296	.000	.889	667
Stud. Residual	-2.745	2.795	.001	1.003	667
Deleted Residual	-571.217	626.839	.521	209.432	667
Stud. Deleted Residual	-2.776	2.828	.001	1.006	667
Mahal. Distance	20.178	158.426	77.791	27.093	667
Cook's Distance	.000	.048	.004	.005	667
Centered Leverage Value	.054	.426	.209	.073	667

Dependent Variable: ID

MAHAL DISTANCE > 122.36 WERE DELETED (44 CASES DELETED)

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	24.69	681.91	358.53	99.998	621
Std. Predicted Value	-3.338	3.234	.000	1.000	621
Standard Error of Predicted Value	32.599	98.263	66.375	12.875	621
Adjusted Predicted Value	-21.56	706.88	358.11	104.976	621
Residual	-431.377	409.856	.000	177.234	621

Std. Residual	-2.276	2.162	.000	.935	621
Stud. Residual	-2.543	2.403	.001	1.002	621
Deleted Residual	-547.089	509.329	.423	204.080	621
Stud. Deleted Residual	-2.556	2.414	.001	1.004	621
Mahal. Distance	17.338	165.606	77.874	29.997	621
Cook's Distance	.000	.024	.002	.003	621
Centered Leverage Value	.028	.267	.126	.048	621

Dependent Variable: ID

MAHAL DISTANCE > 122.36 WERE DELETED (65 CASES DELETED)

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	59.10	719.24	359.04	107.754	557
Std. Predicted Value	-2.784	3.343	.000	1.000	557
Standard Error of Predicted Value	35.957	93.005	69.006	11.667	557
Adjusted Predicted Value	5.37	761.46	358.10	112.339	557
Residual	-426.268	461.825	.000	172.302	557
Std. Residual	-2.294	2.485	.000	.927	557
Stud. Residual	-2.435	2.776	.002	1.001	557
Deleted Residual	-488.349	576.232	.936	201.032	557
Stud. Deleted Residual	-2.448	2.796	.002	1.002	557
Mahal. Distance	19.819	138.273	77.860	25.692	557
Cook's Distance	.000	.024	.002	.003	557
Centered Leverage Value	.036	.249	.140	.046	557

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	59.10	719.24	359.04	107.754	557
Std. Predicted Value	-2.784	3.343	.000	1.000	557
Standard Error of Predicted Value	35.957	93.005	69.006	11.667	557
Adjusted Predicted Value	5.37	761.46	358.10	112.339	557
Residual	-426.268	461.825	.000	172.302	557
Std. Residual	-2.294	2.485	.000	.927	557
Stud. Residual	-2.435	2.776	.002	1.001	557
Deleted Residual	-488.349	576.232	.936	201.032	557
Stud. Deleted Residual	-2.448	2.796	.002	1.002	557
Mahal. Distance	19.819	138.273	77.860	25.692	557
Cook's Distance	.000	.024	.002	.003	557
Centered Leverage Value	.036	.249	.140	.046	557

Dependent Variable: ID

MAHAL DISTANCE > 122.36 WERE DELETED (21 CASES DELETED)

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	-23.29	789.42	357.63	102.651	666
Std. Predicted Value	-3.714	4.209	.000	1.001	666
Standard Error of Predicted Value	27.298	179.989	60.773	24.014	666

Adjusted Predicted Value	-388.68	1466.58	361.35	135.306	666
Residual	-453.305	394.225	.542	177.767	666
Std. Residual	-2.390	2.079	.003	.937	666
Stud. Residual	-2.538	2.158	-.002	.999	666
Deleted Residual	-1027.585	919.192	-3.170	213.984	666
Stud. Deleted Residual	-2.550	2.164	-.002	1.000	666
Mahal. Distance	12.781	598.027	77.941	88.860	666
Cook's Distance	.000	.322	.003	.019	666
Centered Leverage Value	.019	.899	.117	.134	666

a. Dependent Variable: ID

APPENDIX

C/5.2.

Assumption of Normality

Normality throws SPSS(how can do it go to windows of SPSS Analyz + descriptive statstics+ descriptive than put all items or IV and DV then run ok) than look to table of descriptive statistics

Before TRANSFORM befro to be normal

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Zscore(P1)	537	-4.50658	.44203	.0196653	.95999511
Zscore(P2)	537	-3.01982	1.01834	.0194508	.95539763
Zscore(P3)	537	-2.60917	.87986	.0319662	.96605287
Zscore(P4)	537	-3.96603	.64552	.0429521	.91817987
Zscore(P5)	537	-2.21401	1.34080	.0212600	.98192589
Zscore(P6)	537	-1.87250	1.50462	.0393157	.97201011
Zscore(P7)	537	-1.73603	1.49986	-.0216715	.98744923
Zscore(P8)	537	-2.81302	.93359	.0196141	.96930399
Zscore(P9)	537	-3.39651	.86596	.0245779	.95998107
Zscore(P10)	537	-2.40467	1.12167	.0447224	.95286663
Zscore(P11)	537	-2.89928	1.05840	.0192318	.96751705
Zscore(T1)	537	-2.13582	1.49507	.0357295	.96111433
Zscore(T2)	537	-1.72897	1.61073	-.0021086	.97700305
Zscore(T3)	537	-1.90005	2.04621	.0142892	.99134397
Zscore(T4)	537	-1.62952	1.97288	.0129180	.97877371
Zscore(T5)	537	-2.08071	1.30597	-.0089654	.98933281
Zscore(T6)	537	-2.86328	.90517	.0291368	.95464714
Zscore(T7)	537	-1.93595	1.84936	.0307184	.96482471
Zscore(T8)	537	-1.53423	2.18683	.0479733	.97502428

Zscore(AD1)	537	-2.01212	1.74793	.0324527	.97444841
Zscore(AD2)	537	-1.91929	1.65819	-.0228488	.95792042
Zscore(AD3)	537	-1.90586	1.61265	.0117393	.95644843
Zscore(AD4)	537	-2.82979	1.22760	.0413648	.94536813
Zscore(AD5)	537	-1.92015	2.01444	.0288291	.97651863
Zscore(AD6)	537	-2.01726	1.91656	.0058114	.98836139
Zscore(AD7)	537	-1.83909	2.01544	-.0003519	.96833754
Zscore(AD8)	537	-2.35443	1.47778	-.0149024	.96910913
Zscore(R1)	537	-2.05441	1.49227	.0150385	.95949933
Zscore(R2)	537	-1.83850	1.50853	.0282362	.96065348
Zscore(R3)	537	-1.94476	1.65099	.0071227	.97768158
Zscore(R4)	537	-3.15715	1.14773	.0093854	.94823779
Zscore(R5)	537	-2.31973	1.72109	.0280090	.96835555
Zscore(R6)	537	-1.90310	1.72901	.0482301	.96326263
Zscore(R7)	537	-1.85639	1.64113	.0399990	.95530355
Zscore(R8)	537	-1.80020	1.59146	.0303671	.96914031
Zscore(R9)	537	-1.81338	1.63139	.0458526	.96920652
Zscore(Q1)	537	-1.91460	1.90213	.0375932	.97934812
Zscore(Q2)	537	-2.10916	1.71734	-.0070791	.95102344
Zscore(Q3)	537	-2.44902	1.70278	-.0174716	.95275395
Zscore(Q4)	537	-2.32142	1.39771	-.0012901	.95883163
Zscore(Q5)	537	-2.20933	1.31179	-.0138212	.98206518
Zscore(Q6)	537	-2.33409	1.71446	.0294484	.97287243
Zscore(Q7)	537	-2.12681	1.56744	.0379156	.95003267
Zscore(MC1)	537	-3.91892	.82096	.0133264	.94545006
Zscore(MC2)	537	-3.62019	1.00037	.0295038	.93934753
Zscore(MC3)	537	-3.23113	1.06301	-.0085257	.96290395

Zscore(MC4)	537	-2.53599	1.18144	.0207508	.94819574
Zscore(MC5)	537	-2.60547	1.06719	.0059732	.96019008
Zscore(MC6)	537	-2.03401	1.49738	.0298022	.97278460
Zscore(F1)	537	-1.78288	1.92632	.0406366	.97951479
Zscore(F2)	537	-1.87912	1.87708	.0257904	.97421591
Zscore(F3)	537	-2.19441	1.59396	.0360516	.97024435
Zscore(F4)	537	-2.09603	1.70477	.0178854	.96659975
Zscore(F5)	537	-2.35934	1.44377	.0049182	.97022788
Zscore(F6)	537	-2.31734	1.64230	.0201028	.94682563
Zscore(F7)	537	-2.36350	1.55292	.0298638	.95499374
Zscore(GS1)	537	-3.11025	.87747	.0074017	.95240746
Zscore(GS2)	537	-2.47617	1.11770	-.0200228	.97375167
Zscore(GS3)	537	-3.95462	.64512	.0169703	.96737753
Zscore(GS4)	537	-3.76431	.84321	.0381058	.94792919
Zscore(GS5)	537	-4.29547	.67553	.0321650	.95164823
Zscore(GS6)	537	-3.84681	.81661	.0466066	.93576727
Zscore(GS7)	537	-2.00705	1.63240	.0363287	.97010626
Zscore(GS8)	537	-2.38867	1.76043	.0258432	.98532013
Zscore(PI1)	537	-1.92479	1.89360	.0543228	.96268324
Zscore(PI2)	537	-2.04603	1.70485	.0436155	.96188216
Zscore(PI3)	537	-2.46168	1.23688	.0522410	.94762867
Zscore(PI4)	537	-2.53981	1.37218	.0596837	.94873273
Zscore(PI5)	537	-1.58639	1.64446	.0310409	.97519558
Zscore(PI6)	537	-2.73283	1.13719	.0681873	.92188672
Zscore(PI7)	537	-2.85449	1.18625	.0525373	.93455586
Zscore(PI8)	537	-3.11105	1.25417	.0551557	.94821803
Zscore(AP1)	537	-2.77679	1.48948	.0263393	.96400391

Zscore(AP2)	537	-2.82180	1.39197	.0370739	.93954356
Zscore(AP3)	537	-2.18161	1.62403	.0542919	.95216145
Zscore(AP4)	537	-2.29294	1.21965	.0291625	.96069567
Zscore(AP5)	537	-1.62950	1.63661	.0278864	.96970474
Zscore(AP6)	537	-1.71484	1.60106	.0285284	.98426871
Valid N (listwise)	537				

Normality throws SPSS

AFTER TRANSFORM by Zscore the data now normal only three(tpi, tp4,tgs3)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Zscore(tp1)	537	-2.51555	.53617	.0106673	.98381227
Zscore(tp2)	537	-1.83543	1.11316	.0066605	.98438462
Zscore(tp3)	537	-1.81282	.95769	.0255720	.98244272
Zscore(tp4)	537	-2.08911	.75709	.0216810	.96589019
Zscore(tp5)	537	-1.67751	1.33495	.0199215	.98497687
Zscore(tp8)	537	-1.82792	1.02065	.0118321	.98657319
Zscore(tp9)	537	-1.90411	.97598	.0130972	.98724159
Zscore(tp10)	537	-1.73700	1.17315	.0379886	.96911487
Zscore(tp11)	537	-1.83434	1.14858	.0133231	.98112008
Zscore(tT1)	537	-1.68995	1.43429	.0306647	.97499731
Zscore(tT5)	537	-1.67912	1.30275	-.0101026	.98935895
Zscore(tT6)	537	-1.89649	1.01110	.0188072	.97338017

Zscore(tAD1)	537	-1.60639	1.51313	.0307641	.98246542
Zscore(tAD4)	537	-1.80278	1.28248	.0301276	.97028908
Zscore(tAD6)	537	-1.61124	1.56970	.0013370	.99444610
Zscore(tAD8)	537	-1.71374	1.41147	-.0198466	.98111160
Zscore(tR1)	537	-1.63537	1.41099	.0101115	.97334938
Zscore(tR4)	537	-1.77828	1.21825	-.0042548	.96838755
Zscore(tR5)	537	-1.69385	1.52710	.0264031	.98355881
Zscore(tQ2)	537	-1.63592	1.52869	-.0077972	.96976430
Zscore(tQ3)	537	-1.70123	1.52295	-.0199467	.96996017
Zscore(tQ4)	537	-1.68279	1.36136	-.0042347	.96960825
Zscore(tQ5)	537	-1.68493	1.31293	-.0157062	.98804412
Zscore(tQ6)	537	-1.71889	1.53713	.0204003	.98919717
Zscore(tMC1)	537	-1.92173	.94114	-.0067025	.97648822
Zscore(tMC2)	537	-1.86725	1.11726	.0112282	.97861180
Zscore(tMC3)	537	-1.84932	1.16436	-.0213019	.97935502
Zscore(tMC4)	537	-1.75345	1.23000	.0089633	.96855042
Zscore(tMC5)	537	-1.80361	1.14245	-.0067362	.98035625
Zscore(tMC6)	537	-1.65613	1.42932	.0275334	.98250124
Zscore(tF3)	537	-1.66263	1.46825	.0303431	.98287157
Zscore(tF4)	537	-1.64595	1.50777	.0136147	.97860552
Zscore(tF5)	537	-1.73018	1.39913	.0045069	.97720641
Zscore(tF6)	537	-1.71654	1.50533	.0138015	.97084374
Zscore(tF7)	537	-1.70349	1.45752	.0238825	.97108895
Zscore(tGS1)	537	-1.86040	.97825	-.0106402	.98159374
Zscore(tGS2)	537	-1.72262	1.16827	-.0264192	.98112408
Zscore(tGS3)	537	-2.02300	.73053	.0066594	.98860641
Zscore(tGS4)	537	-1.86941	.93893	.0254920	.97528930

Zscore(tGS5)	537	-1.99417	.77038	.0198150	.97181859
Zscore(tGS6)	537	-1.92412	.92984	.0321389	.97323410
Zscore(tGS7)	537	-1.63894	1.48674	.0340656	.98056342
Zscore(tGS8)	537	-1.73463	1.57215	.0264597	.98816142
Zscore(tPI1)	537	-1.60154	1.56664	.0455275	.97612488
Zscore(tPI2)	537	-1.64209	1.53081	.0374108	.97549264
Zscore(tPI3)	537	-1.70541	1.26207	.0424399	.97278215
Zscore(tPI4)	537	-1.74466	1.37747	.0491919	.97082189
Zscore(tPI6)	537	-1.80085	1.21081	.0515538	.95994291
Zscore(tPI7)	537	-1.84685	1.26212	.0423083	.95903272
Zscore(tPI8)	537	-1.83287	1.32088	.0475204	.97006626
Zscore(tAP1)	537	-1.82459	1.46741	.0221798	.97945928
Zscore(tAP2)	537	-1.81494	1.40807	.0256247	.96694189
Zscore(tAP3)	537	-1.67063	1.47685	.0458124	.97132800
Zscore(tAP4)	537	-1.67876	1.24223	.0220006	.97516808

Assumption of Normality throws AMOS

Assessment of normality (Group number 1) before transform put in appendix just show the after

Variable	min	max	skew	c.r.	kurtosis	c.r.
T7	1.000	7.000	-.251	-2.376	-.539	-2.548
GS8	1.000	7.000	-.306	-2.899	-.180	-.853
GS7	1.000	7.000	-.255	-2.416	-.600	-2.838
GS6	1.000	7.000	-1.366	-12.924	1.854	8.768

Variable	min	max	skew	c.r.	kurtosis	c.r.
GS5	1.000	7.000	-1.782	-16.857	3.599	17.023
GS4	1.000	7.000	-1.218	-11.527	1.225	5.796
GS3	1.000	7.000	-1.675	-15.850	2.486	11.760
GS2	1.000	7.000	-.608	-5.756	-.453	-2.141
GS1	1.000	7.000	-1.085	-10.262	.813	3.846
F1	1.000	7.000	.049	.462	-.743	-3.513
F2	1.000	7.000	-.056	-.534	-.706	-3.341
F3	1.000	7.000	-.253	-2.392	-.605	-2.863
F4	1.000	7.000	-.210	-1.987	-.619	-2.928
F5	1.000	7.000	-.540	-5.109	-.293	-1.386
F6	1.000	7.000	-.325	-3.075	-.379	-1.793
F7	1.000	7.000	-.341	-3.225	-.412	-1.947
MC1	1.000	7.000	-1.408	-13.321	2.447	11.573
MC2	1.000	7.000	-1.036	-9.800	1.222	5.780
MC3	1.000	7.000	-.935	-8.848	.683	3.233
MC4	1.000	7.000	-.664	-6.279	-.134	-.632
MC5	1.000	7.000	-.834	-7.894	.035	.164
MC6	1.000	7.000	-.353	-3.337	-.560	-2.650
Q1	1.000	7.000	-.128	-1.209	-.705	-3.335
Q2	1.000	7.000	-.096	-.904	-.608	-2.875
Q3	1.000	7.000	-.246	-2.326	-.416	-1.968
Q4	1.000	7.000	-.390	-3.685	-.598	-2.828
Q5	1.000	7.000	-.441	-4.170	-.646	-3.054

Variable	min	max	skew	c.r.	kurtosis	c.r.
Q6	1.000	7.000	-.245	-2.316	-.429	-2.030
Q7	1.000	7.000	-.254	-2.402	-.613	-2.900
AD8	1.000	7.000	-.423	-3.999	-.489	-2.312
AD7	1.000	7.000	.088	.830	-.649	-3.068
AD6	1.000	7.000	-.057	-.543	-.736	-3.479
AD5	1.000	7.000	.065	.613	-.543	-2.568
AD4	1.000	7.000	-.718	-6.792	.108	.511
AD3	1.000	7.000	-.085	-.809	-.741	-3.504
AD2	1.000	7.000	.059	.554	-.794	-3.755
AD1	1.000	7.000	-.153	-1.445	-.736	-3.481
R1	1.000	7.000	-.283	-2.680	-.696	-3.290
R2	1.000	7.000	-.176	-1.661	-.916	-4.332
R3	1.000	7.000	-.110	-1.045	-.855	-4.042
R4	1.000	7.000	-.693	-6.559	.209	.988
R5	1.000	7.000	-.268	-2.534	-.494	-2.335
R6	1.000	7.000	-.183	-1.727	-.755	-3.572
R7	1.000	7.000	-.145	-1.375	-.838	-3.962
R8	1.000	7.000	-.202	-1.907	-.894	-4.230
R9	1.000	7.000	-.212	-2.003	-.838	-3.966
T1	1.000	7.000	-.393	-3.714	-.409	-1.936
T2	1.000	7.000	-.028	-.265	-1.038	-4.911
T3	1.000	7.000	-.077	-.728	-.650	-3.074
T4	1.000	7.000	.040	.375	-.888	-4.202

Variable	min	max	skew	c.r.	kurtosis	c.r.
T5	1.000	7.000	-.520	-4.920	-.585	-2.765
T6	1.000	7.000	-1.204	-11.392	.953	4.507
T8	1.000	7.000	.145	1.370	-.789	-3.732
PI8	1.000	7.000	-.843	-7.978	.759	3.592
PI7	1.000	7.000	-.935	-8.841	.704	3.332
PI6	1.000	7.000	-.773	-7.316	.196	.929
PI5	1.000	7.000	-.056	-.534	-1.041	-4.922
PI4	1.000	7.000	-.483	-4.568	-.158	-.748
PI3	1.000	7.000	-.489	-4.627	-.563	-2.664
PI2	1.000	7.000	-.127	-1.203	-.538	-2.545
PI1	1.000	7.000	-.080	-.755	-.628	-2.970
AP6	1.000	7.000	-.139	-1.311	-.882	-4.173
AP5	1.000	7.000	-.022	-.207	-.977	-4.623
AP4	1.000	7.000	-.491	-4.649	-.601	-2.844
AP3	1.000	7.000	-.295	-2.792	-.515	-2.436
AP2	1.000	7.000	-.658	-6.226	.366	1.730
AP1	1.000	7.000	-.682	-6.453	.373	1.765
P11	1.000	7.000	-.929	-8.789	.329	1.555
P10	1.000	7.000	-.722	-6.827	-.280	-1.325
P9	1.000	7.000	-1.225	-11.587	1.164	5.504
P8	1.000	7.000	-.977	-9.243	.163	.773
P7	1.000	7.000	-.106	-1.004	-1.036	-4.899
P6	1.000	7.000	-.194	-1.834	-.881	-4.169

Variable	min	max	skew	c.r.	kurtosis	c.r.
P5	1.000	7.000	-.438	-4.146	-.544	-2.575
P4	1.000	7.000	-1.960	-18.539	4.431	20.957
P3	1.000	7.000	-1.025	-9.700	.113	.533
P2	1.000	7.000	-.896	-8.474	.253	1.198
P1	1.000	7.000	-2.998	-28.358	9.732	46.033
Multivariate					441.451	45.786

Table 4.3 Assessment of normality (Group number 1) after transforming with normality

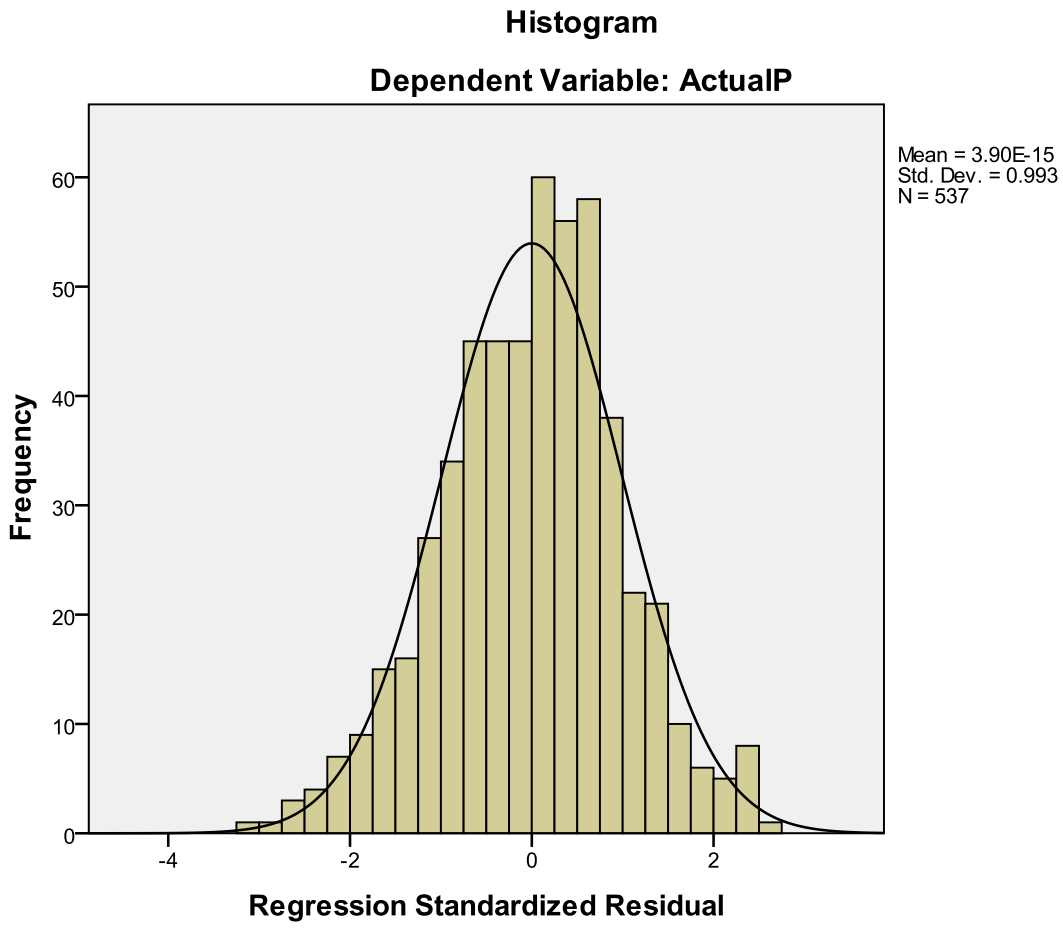
Variable	min	max	skew	c.r.	kurtosis	c.r.
tAD6	.022	.972	-.048	-.455	-1.283	-6.070
tGS7	.022	.949	-.187	-1.765	-1.185	-5.606
tGS8	.008	.961	-.154	-1.461	-1.065	-5.035
tF3	.014	.945	-.145	-1.375	-1.240	-5.865
tF4	.018	.956	-.142	-1.340	-1.229	-5.815
ttmc3	.032	.878	-.148	-1.403	-1.490	-7.048
ttmc4	.040	.891	-.171	-1.621	-1.478	-6.989
Q1	1.000	7.000	-.128	-1.209	-.705	-3.335
tQ6	.010	.957	-.173	-1.636	-1.137	-5.377
tR5	.010	.957	-.187	-1.770	-1.190	-5.631
R6	1.000	7.000	-.183	-1.727	-.755	-3.572
AD7	1.000	7.000	.088	.830	-.649	-3.068
AD5	1.000	7.000	.065	.613	-.543	-2.568

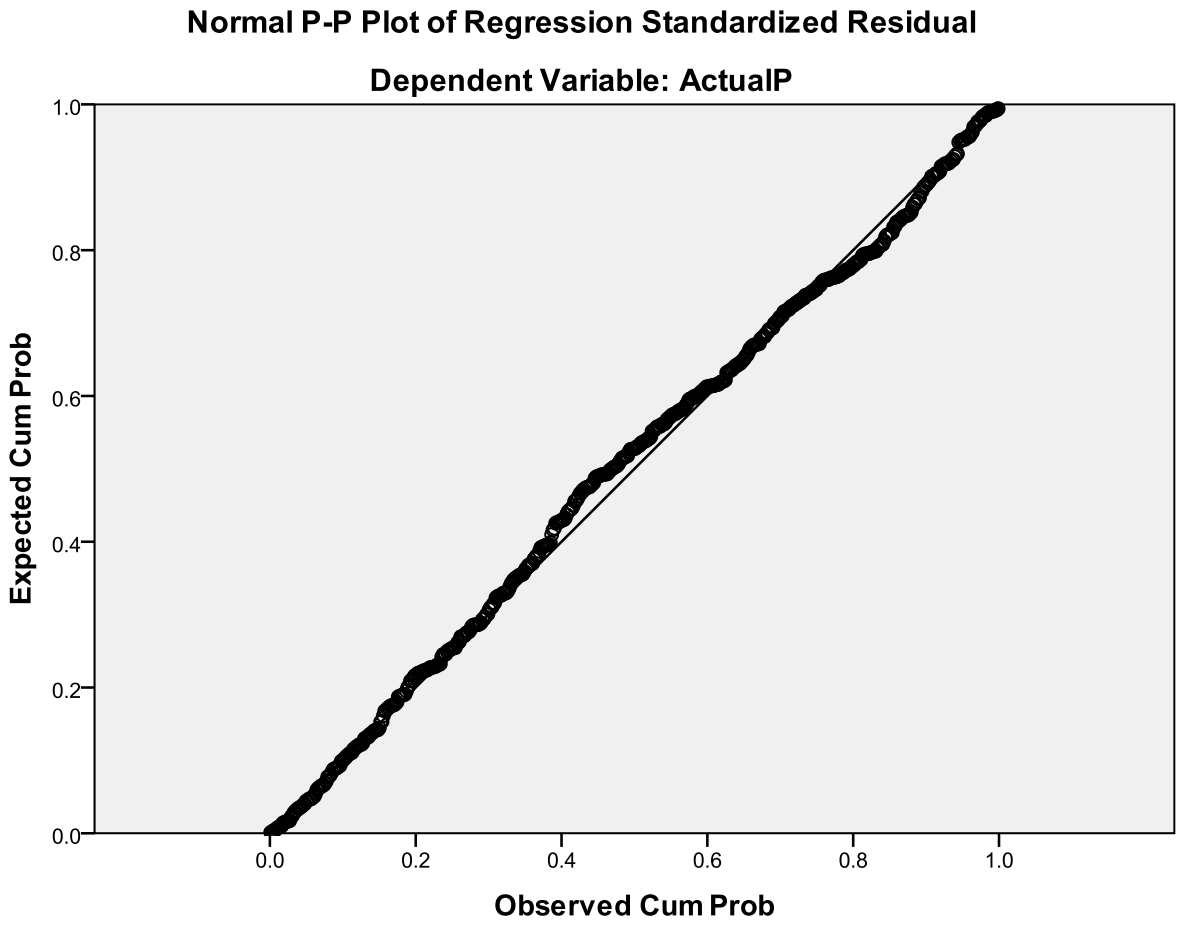
Variable	min	max	skew	c.r.	kurtosis	c.r.
T2	1.000	7.000	-.028	-.265	-1.038	-4.911
T4	1.000	7.000	.040	.375	-.888	-4.202
P7	1.000	7.000	-.106	-1.004	-1.036	-4.899
tp5	.013	.910	-.194	-1.838	-1.212	-5.735
ttPI8	.033	.907	-.178	-1.683	-1.412	-6.677
tttPI7	.049	.894	-.152	-1.437	-1.613	-7.632
tAP3	.015	.948	-.195	-1.844	-1.217	-5.759
AP6	1.000	7.000	-.139	-1.311	-.882	-4.173
Multivariate					18.892	7.043

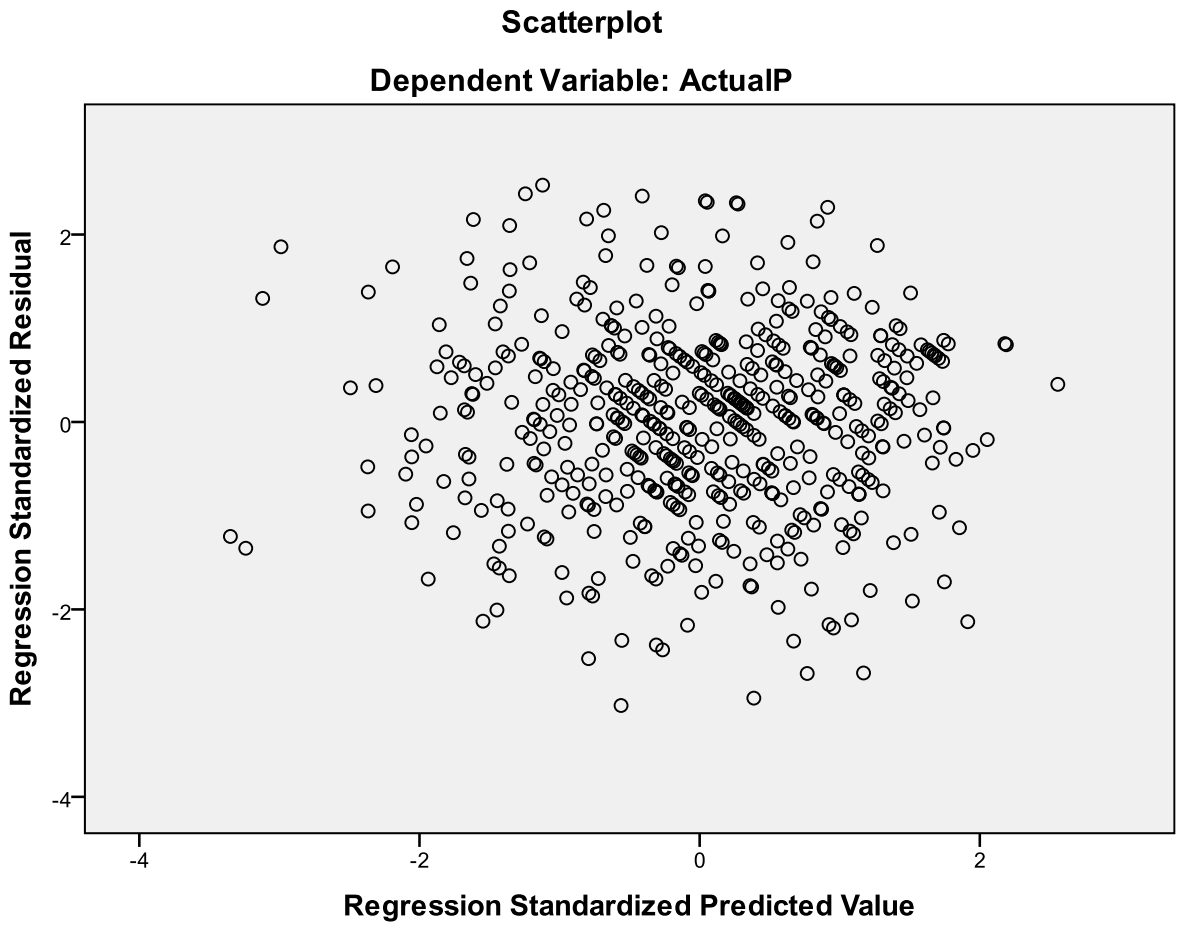
APPENDIX

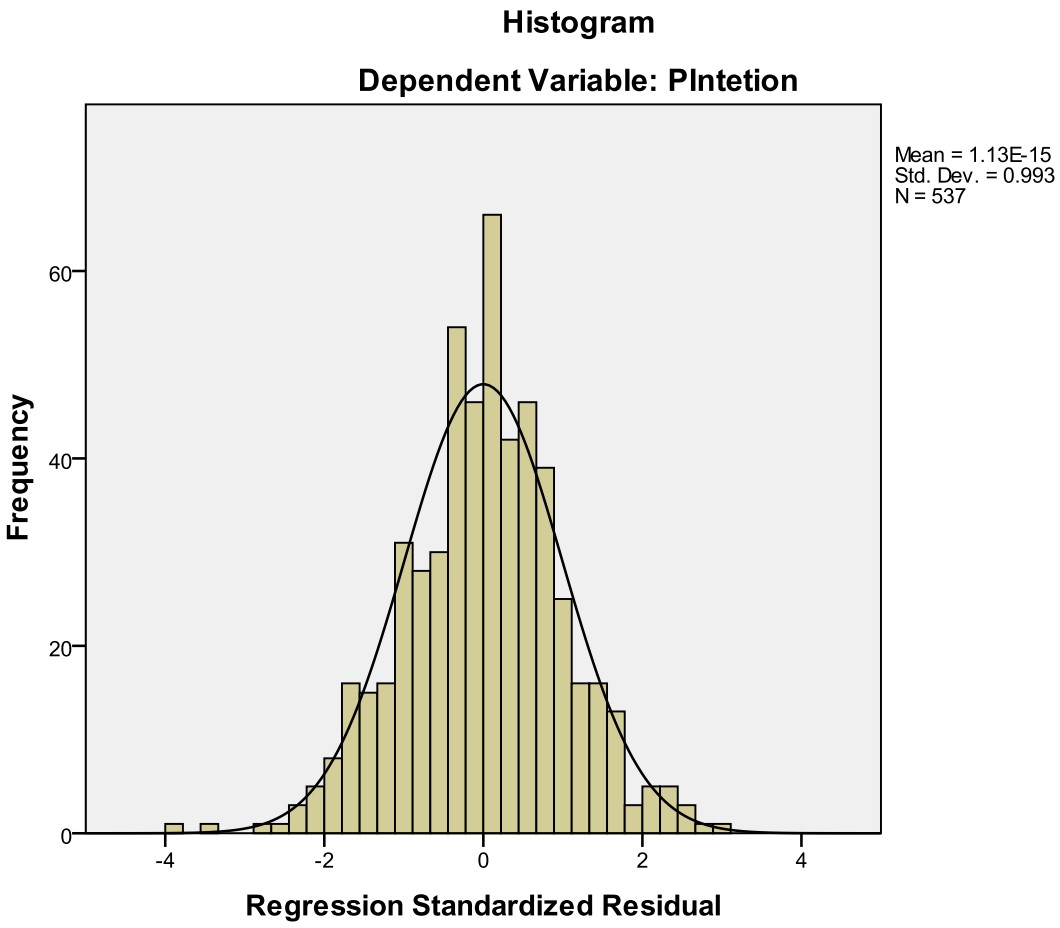
D/5.3

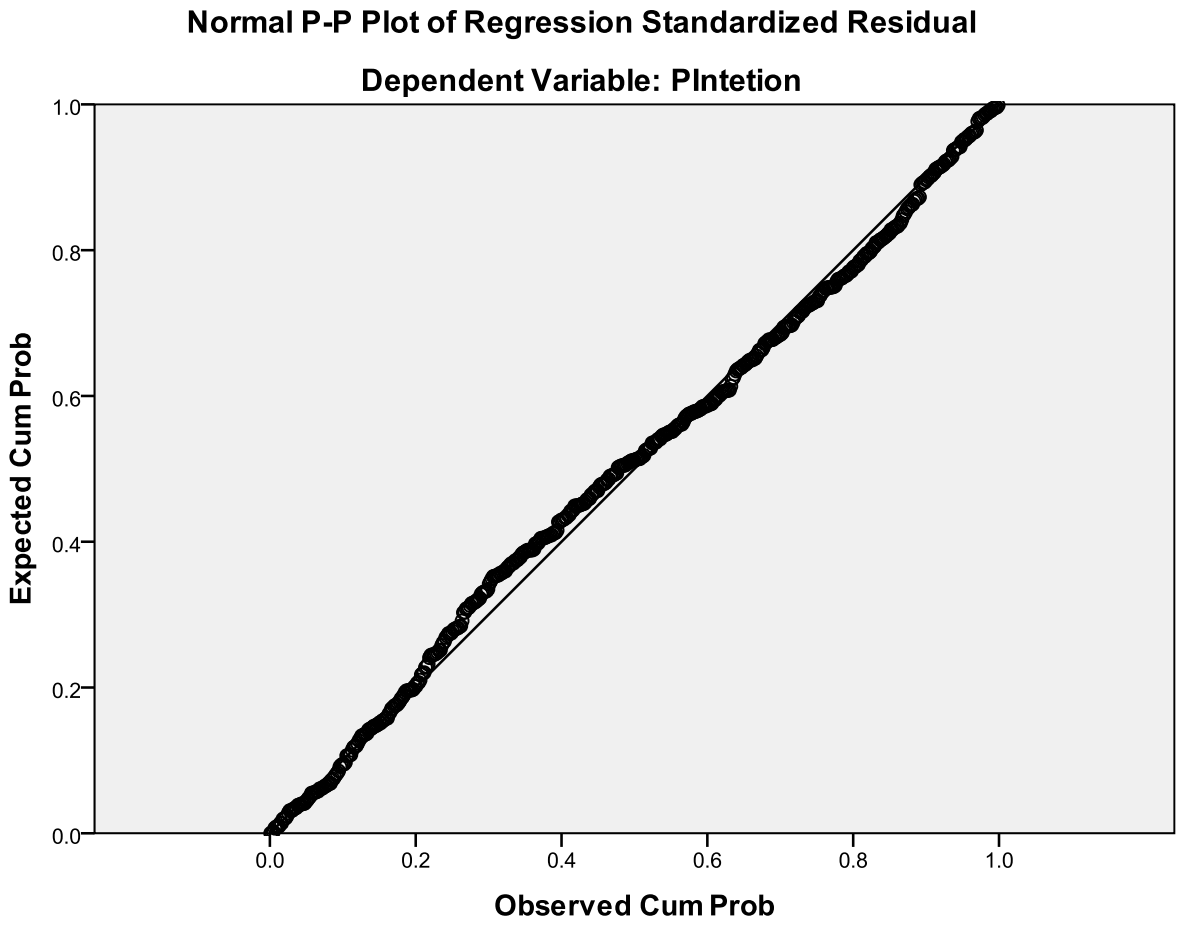
HOMOSCEDASTICITY, LINEARITY

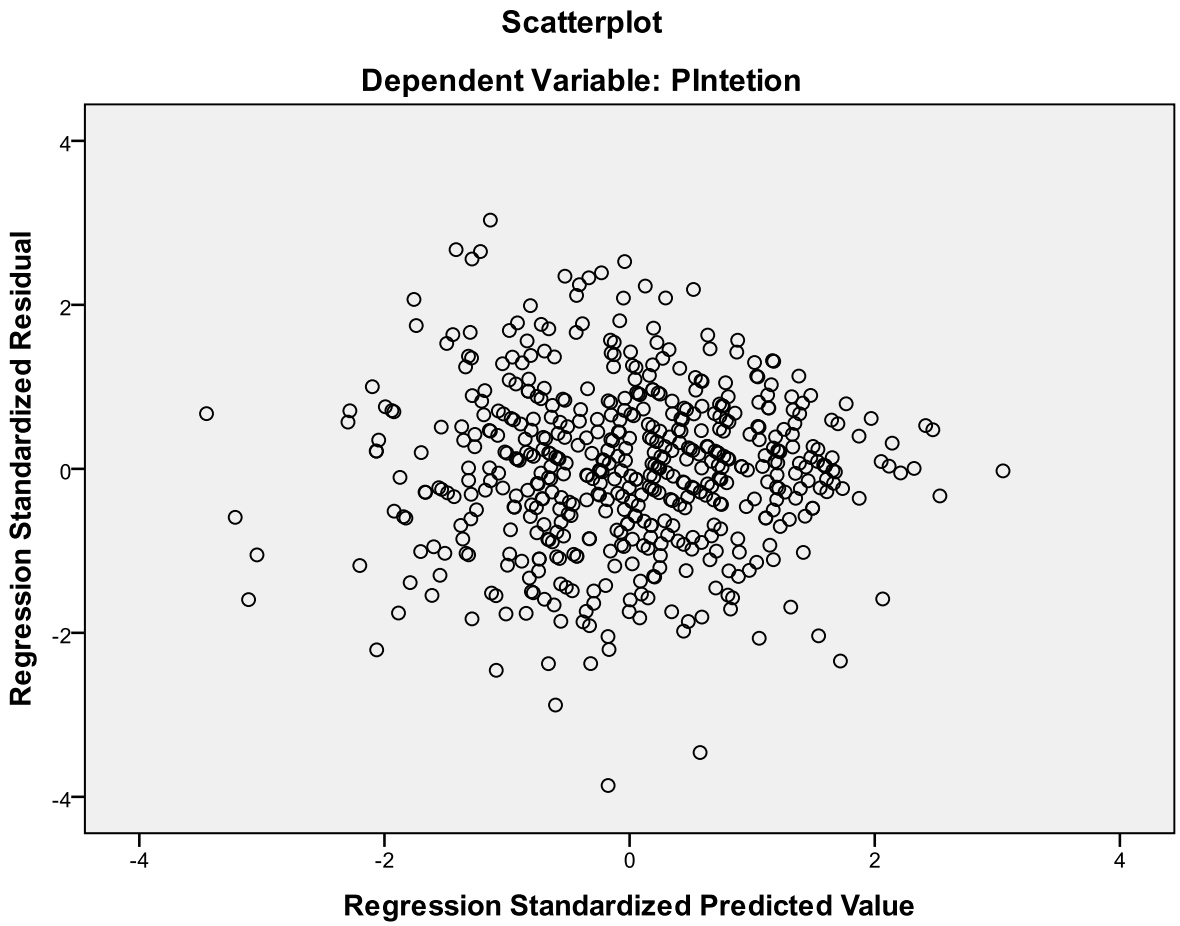

Histogram
Dependent Variable: ActualP
Mean = 3.90E-15
Std. Dev. = 0.993
N = 537
Frequency
60
50
40
30
20
10
0
-4
-2
0
2
Regression Standardized Residual


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: ActualP
Expected Cum Prob
Observed Cum Prob
0.0
0.2
0.4
0.6
0.8
1.0


Scatterplot
Dependent Variable: ActualP
Regression Standardized Residual
Regression Standardized Predicted Value
2
0
-2
-4
-4
-2
0
2


Histogram
Dependent Variable: PIntetion
Mean = 1.13E-15
Std. Dev. = 0.993
N = 537
Frequency
60
40
20
0
-4
-2
0
2
4
Regression Standardized Residual


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: PIntetion
Expected Cum Prob
Observed Cum Prob
0.0
0.2
0.4
0.6
0.8
1.0


Scatterplot
Dependent Variable: PIntetion
Regression Standardized Residual
Regression Standardized Predicted Value
4
2
0
-2
-4
-4
-2
0
2
4

APPENDIX

E/5.4.

MULTICOLLINEARITY, CORRELATION MATRIX OF CONSTRUCTS

Table 4.5.2 from AMOS 16, correlation matrix between the variable

Correlations: (Group number 1 - Default model) from measurement model before fit Table 4.5 from AMOS 16, correlation matrix between the variable put this in appendix……..

			Estimate
Trust.	<-->	Price.	.614
Price.	<-->	advertising	.532
advertising	<-->	Quality.	.537
Quality.	<-->	mic c	.426
Masculinity C	<-->	family	.391
family	<-->	govern s	.219
actual	<-->	govern s	.156
actual	<-->	intention	.7845
patriotism	<-->	intention	.599
patriotism	<-->	Trust.	.487
Price.	<-->	Quality.	.730
Price.	<-->	Masculinity C	.371
Price.	<-->	family	.569
Price.	<-->	govern s	.078
actual	<-->	Price.	.507
intention	<-->	Price.	.517
patriotism	<-->	Price.	.430
advertising	<-->	Masculinity C	.322

			Estimate
advertising	<-->	family	.552
advertising	<-->	govern s	.125
actual	<-->	advertising	.499
intention	<-->	advertising	.412
patriotism	<-->	advertising	.429
Quality.	<-->	family	.608
Quality.	<-->	govern s	.015
actual	<-->	Quality.	.647
intention	<-->	Quality.	.528
patriotism	<-->	Quality.	.432
Masculinity c	<-->	govern s	.638
actual	<-->	Masculinity C	.409
intention	<-->	Masculinity C	.395
patriotism	<-->	Masculinity C	.482
actual	<-->	family	.697
intention	<-->	family	.684
patriotism	<-->	family	.527
intention	<-->	govern s	.288
patriotism	<-->	govern s	.355
patriotism	<-->	actual	.594
actual	<-->	Trust.	.608
intention	<-->	Trust.	.469
Trust.	<-->	advertising	.684

			Estimate
Trust.	<-->	Quality.	.702
Trust.	<-->	Masculinity C	.299
Trust.	<-->	family	.577
Trust.	<-->	govern s	.037

Table 4.5.1 from AMOS 16, measurement model before fit correlation matrix between the variable

	1	2	3	4	5	6	7	8	9	10
Actual purchase (1)	1									
Purchase Intetion (2)	.745**	1								
Patriotism (3)	.594**	.599**	1							
Trust (4)	.608**	.469**	.487**	1						
Advertisment (5)	.499**	.412**	.429**	.684**	1					
Price (6)	.507**	.517**	.430**	.614**	.532**	1				
Quality (7)	.647**	.528**	.432**	.702**	.552**	.730**	1			
Masculinity culutre (8)	.409**	.395**	.482**	.299**	.322**	.371**	.426**	1		
Family (9)	.697**	.684	.527**	.577**	.552**	.569**	.608**	.391**	1	
Government support(10)	.156**	.288**	.355**	.037**	.125**	.078**	.015**	.638**	.219**	1

**. Correlation is significant at the 0.01 level (2-tailed).

Table 5.5.2 from SPSS Correlation matrix between the latent variable

APPENDIX

F/ 5. 5.

T TEST FOR RESPONSE BIAS

Test of Non- Response Bias Independent Samples Test

Group Statistics

	Resbons	N	Mean	Std. Deviation	Std. Error Mean
patriotism	1 dimension1	271	5.3022	.91348	.05549
	2	266	5.4361	1.02007	.06254
Masculinity	1 dimension1	271	5.3604	.86738	.05269
	2	266	5.3459	.88881	.05450
Government	1 dimension1	271	5.4912	.78135	.04746
	2	266	5.5132	.82990	.05088

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
patriotism	Equal variances assumed	2.741	.098	-1.602	535	.110	-.13384	.08353	-.29792	.03024
	Equal variances not assumed			-1.601	526.315	.110	-.13384	.08361	-.29810	.03041
Masculinity	Equal variances assumed	.084	.772	.192	535	.848	.01453	.07579	-.13435	.16340
	Equal variances not assumed			.192	534.010	.848	.01453	.07580	-.13438	.16344
Government	Equal variances assumed	2.584	.109	-.315	535	.753	-.02192	.06955	-.15854	.11469
	Equal variances not assumed			-.315	531.696	.753	-.02192	.06958	-.15862	.11477

APPENDIX

G/5. 6.

COMPOSITE RELIABILITY(CR), AVERAGE VARIANCE EXTRACTED (AVE)

Table 5.13: Average Variance Extracted (AVE) Matrix of Exogenous Variables

Variable name	1	2	3	4	5	6	7	8
Patriotism (1)	1.000							
trust (2)	(1+2)/2=0.682	1.000						
Price (3)	(1+3)/2=0.720	(2+3)/2=0.777	1.000					
Advertising(4)	(1+4)/2=0.670	(2+4)/2=0.728	0.766	1.000				
quality (5)	(1+5)/2=0.644	(2+5)/2=0.702	0.740	0.766	1.000			
Masculinity culture (6)	(1+6)/2=0.693	(2+6)/2=0.751	0.789	0.739	0.713	1.000		
Family (7)	(1+7)/2=0.657	(2+7)/2=0.715	0.752	0.703	0.676	0.726	1.000	
Government support (8)	(1+8)/2=0.716	(2+8)/2=0.774	0.811	0.762	0.736	0.785	0.749	1.000

Table5.13: Average Variance Extracted (AVE) Matrix of Exogenous Variables

Variable name	1	2	3	4	5	6	7	8
Patriotism (1)	1.000							
Trust (2)	0.512 (.262)	1.000						
Price (3)	0.421 (.177)	0.615 (.378)	1.000					
Advertising (4)	0.445 (.198)	0.684 (.467)	0.536 (.287)	1.000				
Quality (5)	0.416 (.173)	0.702 (.493)	0.826 (.682)	0.531 (.2812)	1.000			
Masculinity culture (6)	0.429 (.184)	0.336 (.113)	0.395 (.156)	0.356 (.127)	0.439 (.193)	1.000		
Family (7)	0.513 (.263)	0.577 (.333)	0.564 (.318)	0.558 (.311)	0.61 (.372)	0.414 (.171)	1.000	
Government support (8)	0.3 (.09)	0.009 (.000081)	0.057 (.003249)	0.117 (.0137)	-0.022 (.000484)	0.573 (.328)	0.207 (.043)	1.000

Table 5.14: Correlation & Correlation square Matrix among Exogenous Variables from (H) Hypothesized model before fit

**** Correlation is significant at 0.01 level (1-tailed), values in brackets indicate correlation squared.**

Table 4.12: Correlation & Correlation square Matrix among Exogenous Variables from (H) Hypothesized model before fit

Correlations: (Group number 1 - Default model)from (H)Hypothesized model before fit

			Estimate
Trust.	<-->	Price.	.615
Price.	<-->	advertising	.536
advertising	<-->	Quality.	.531
Quality.	<-->	mic c	.439
mic c	<-->	Family	.414
family	<-->	govern s	.207
patriotism	<-->	Trust.	.512
Price.	<-->	Quality.	.826
Price.	<-->	mic c	.395
Price.	<-->	Famaily	.564
Price.	<-->	govern s	.057
patriotism	<-->	Price.	.421
advertising	<-->	mic c	.356
advertising	<-->	Family	.558
advertising	<-->	govern s	.117
patriotism	<-->	advertising	.445
Quality.	<-->	Famaily	.610
Quality.	<-->	govern s	-.022
patriotism	<-->	Quality.	.416

			Estimate
mic c	<-->	govern s	.573
patriotism	<-->	mic c	.429
patriotism	<-->	Family	.513
patriotism	<-->	govern s	.300
Trust.	<-->	advertising	.684
Trust.	<-->	Quality.	.702
Trust.	<-->	mic c	.336
Trust.	<-->	Family	.577
Trust.	<-->	govern s	.009

$$\text{Composite reliability (CR)} = \frac{S/\Sigma \text{ (standardized loading/factor loading) } 2}{S/\Sigma \text{ (Standardized loading/factor loading) } 2 + S/\Sigma \varepsilon j}$$

Where CR = composite reliability, S/Σ =Summation, and εj = standardized error.

Composite Reliability and Cronbach alpha

Variable	Code	Factor loading	Factor loading2	Standardized Error (S.E)	Composite Reliability	Cronbach Alha
	AP1	0.603	0.363609	0.113		
	AP2	0.492	0.242064	0.079		
	AP3	0.741	0.549081	0.103		
	AP4	0.603	0.363609	0.105		
	AP5	0.645	0.416025	0.12		
	AP6	0.521	0.271441	0.113		

Variable	Code	Factor loading	Factor loading2	Standardized Error (S.E)	Composite Reliability	Cronbach Alha
A purchase		3.605	2.205829	0.633	0.953555	0.776
	PI1	0.523	0.273529	0.061		
	PI2	0.694	0.481636	0.114		
	PI3	0.658	0.432964	0.115		
	PI4	0.779	0.606841	0.121		
	PI5	0.586	0.343396	0.12		
	PI6	0.755	0.570025	0.141		
	PI7	0.784	0.614656	0.13		
	PI8	0.726	0.527076	0.121		
P intention		4.288	3.850123	0.923	0.95220079	0.873
	P1	0.378	0.142884	0.058		
	P2	0.543	0.294849	0.183		
	P3	0.57	0.3249	0.221		
	P4	0.382	0.145924	0.136		
	P5	0.659	0.434281	0.242		
	P6	0.678	0.459684	0.252		
	P7	0.596	0.355216	0.246		
	P8	0.606	0.367236	0.217		
	P9	0.611	0.373321	0.19		
	P10	0.535	0.286225	0.207		
	P11	0.657	0.431649	0.209		
Patriotism		3.683	3.616169	2.161	0.86257979	0.85
	T1	0.593	0.351649	0.108		
	T2	0.657	0.431649	0.07		
	T3	0.631	0.398161	0.069		
	T4	0.621	0.385641	0.083		
	T5	0.432	0.186624	0.085		
	T6	-0.052	0.002704	0.074		
	T7	0.639	0.408321	0.1		
	T8	0.712	0.506944	0.085		
Trust		2.983	2.671693	0.566	0.94019625	0.76
	AD1	0.518	0.268324	0.094		
	AD2	0.312	0.097344	0.127		
	AD3	0.26	0.0676	0.124		

Variable	Code	Factor loading	Factor loading2	Standardized Error (S.E)	Composite Reliability	Cronbach Alha
	AD4	0.402	0.161604	0.11		
	AD5	0.701	0.491401	0.164		
	AD6	0.753	0.567009	0.179		
	AD7	0.648	0.419904	0.159		
	AD8	0.581	0.337561	0.145		
Advertising		3.345	2.410747	1.102	0.91034108	0.754
	R1	0.275	0.075625	0.735		
	R2	0.239	0.057121	0.06		
	R3	0.003	0.000009	0.062		
	R4	0.19	0.0361	0.061		
	R5	0.586	0.343396	0.054		
	R6	0.491	0.241081	0.049		
	R7	0.733	0.537289	0.061		
	R8	0.744	0.553536	0.064		
	R9	0.72	0.5184	0.061		
Price		3.464	2.362557	1.207	0.9086042	713
	Q1	0.733	0.537289	0.106		
	Q2	0.232	0.053824	0.062		
	Q3	0.16	0.0256	0.069		
	Q4	0.094	0.008836	0.064		
	Q5	-0.032	0.001024	0.059		
	Q6	0.609	0.370881	0.063		
	Q7	0.715	0.511225	0.349		
Quality		1.778	1.508679	0.772	0.80372635	0.644
	MC1	0.607	0.368449	0.111		
	MC2	0.651	0.423801	0.36		
	MC3	0.54	0.2916	0.087		
	MC4	0.483	0.233289	0.127		
	MC5	0.415	0.172225	0.091		
	MC6	0.304	0.092416	0.172		
Masculinity culture		3	1.58178	0.948	0.90470446	669
	F1	0.625	0.390625	0.066		
	F2	0.599	0.358801	0.068		
	F3	0.807	0.651249	0.072		

Variable	Code	Factor loading	Factor loading2	Standardized	Composite	Cronbach Alha
				Error (S.E)	Reliability	
	F4	0.799	0.638401	0.073		
	F5	0.63	0.3969	0.376		
	F6	0.602	0.362404	0.387		
	F7	0.692	0.478864	0.079		
Family		4.129	3.277244	1.121	0.93830368	858
	GS1	0.625	0.390625	0.167		
	GS2	0.599	0.358801	0.133		
	GS3	0.807	0.651249	0.147		
	GS4	0.799	0.638401	0.148		
	GS5	0.63	0.3969	0.14		
	GS6	0.602	0.362404	0.13		
	GS7	0.692	0.478864	0.113		
	GS8	0.046	0.002116	0.101		
Government support		3.576	3.27936	1.079	0.92218811	0.726

Composite Reliability and Cronbach alpha

(s)/Σ(standardized Square Multiple Correlation) (SMC))

Variance Extracted (VE) = $\frac{\text{(s)/}\ \Sigma\text{(Standardized Square Multiple Correlation) (SMC))}}{\text{+}\Sigma\varepsilon j}$

Where SMC = squared multiple correlation, Σ =S = summation, $\Sigma\varepsilon j$ = standardized error

Variable	Code	Square Multiple Correlation (SMC)	(SMC) 2	Standardized	Variance Extracted(VE)	Cronbach Alha	VE+VE	AVE=(VE+VE)/ 2
				Error (S.E)				

Variable	Code	Square Multiple Correlation (SMC)	(SMC)2	Standardized Error (S.E)	Variance Extracted(VE)	Cronbach Alha	VE+VE	AVE=(VE+VE)/2
A purchase	AP1	0.264		0.113				
	AP2	0.409		0.079				
	AP3	0.374		0.103				
	AP4	0.56		0.105				
	AP5	0.266		0.12				
	AP6	0.376		0.113				
		2.249		0.633	0.78036086	0.776		
P intention	PI1	0.528		0.061				
	PI2	0.644		0.116				
	PI3	0.591		0.117				
	PI4	0.329		0.121				
	PI5	0.627		0.128				
	PI6	0.437		0.119				
	PI7	0.458		0.119				
	PI8	0.263		0.107				
		2.705		0.888	0.75285277	0.873		
Patriotism	P1	0.446		0.058				
	P2	0.308		0.183			1.363754	0.681877
	P3	0.433		0.121			1.439421	0.719711
	P4	0.415		0.036			1.340057	0.670028

Variable	Code	Square Multiple Correlation (SMC)	(SMC)2	Standardized Error (S.E)	Variance Extracted(VE)	Cronbach Alha	VE+VE	AVE=(VE+VE)/2
	P5	0.337		0.142			1.287292	0.643646
	P6	0.423		0.052			1.385796	0.692898
	P7	0.429		0.046			1.313029	0.656514
	P8	0.215		0.117			1.431566	0.715783
	P9	0.345		0.19				
	P10	0.308		0.107				
	P11	0.205		0.109				
		1.925		1.161	0.6237848 3	0.85		
Trust	T8	0.407		0.108			1.555605	0.777803
	T7	0.354		0.07			1.456241	0.728121
	T6	0.431		0.069			1.403476	0.701738
	T5	0.399		0.083			1.50198	0.75099
	T4	0.385		0.085			1.429213	0.714607
	T3	0.198		0.074			1.547751	0.773875
	T2	0		0.1				
	T1	0.505		0.085				
		1.918		0.674	0.7399691 4	0.76		
Advertising	AD1	0.003		0.094				

Variable	Code	Square Multiple Correlation (SMC)	(SMC)2	Standardized Error (S.E)	Variance Extracted(VE)	Cronbach Alha	VE+VE	AVE=(VE+VE)/2
	AD2	0.002		0.127			1.531908	0.765954
	AD3	0.495		0.124			1.478283	0.739141
	AD4	0.661		0.11			1.405516	0.702758
	AD5	0.655		0.164			1.524054	0.762027
	AD6	0.608		0.179				
	AD7	0.136		0.159				
	AD8	0.227		0.145				
		2.782		1.102	0.71627188	0.754		
Price	R9	0.072		0.035			1.531908	0.765954
	R8	0.058		0.06			1.479143	0.739572
	R7	0		0.062			1.577647	0.788824
	R6	0.042		0.061			1.50488	0.75244
	R5	0.358		0.054			1.623418	0.811709
	R4	0.242		0.049				
	R3	0.535		0.061				
	R2	0.55		0.064				
	R1	0.516		0.061				
		2.243		0.507	0.8156363	713		

Variable	Code	Square Multiple Correlation (SMC)	(SMC)2	Standardized Error (S.E)	Variance Extracted(VE)	Cronbach Alha	VE+VE	AVE=(VE+VE)/2
					6			
Quality	Q7	0.525		0.106			1.425518	0.712759
	Q6	0.06		0.062			1.352751	0.676376
	Q5	0.027		0.069			1.471289	0.735644
	Q4	0.011		0.064				
	Q3	0.001		0.059				
	Q2	0.367		0.063				
	Q1	0.514		0.074				
		0.98		0.497	0.66350711	0.644		
Masculinity culture	MC6	0.469		0.111				
	MC5	0.47		0.36			1.451255	0.725627
	MC4	0.303		0.087			1.569792	0.784896
	MC3	0.207		0.027				
	MC2	0.473		0.091				
	MC1	0.473		0.072				
		2.395		0.748	0.76201082	669		
Family	F7	0.393		0.84				
	F6	0.363		0.069			1.497026	0.748513

Variable	Code	Square Multiple Correlation (SMC)	(SMC)2	Standardized Error (S.E)	Variance Extracted(VE)	Cronbach Alha	VE+VE	AVE=(VE+VE)/2
	F5	0.671		0.075				
	F4	0.653		0.081				
	F3	0.391		0.082				
	F2	0.348		0.077				
	F1	0.464		0.079				
		2.89		1.303	0.68924398	858		
Government support	GS1	0.003		0.067				
	GS2	0.002		0.033				
	GS3	0.495		0.047				
	GS4	0.661		0.148				
	GS5	0.655		0.14				
	GS6	0.608		0.013				
	GS7	0.136		0.113				
	GS8	0.227		0.101				
		2.782		0.662	0.80778165	0.726		

APPENDIX

H/5. 7.

CFA FOR EXO (IV)AND ENDO(DV)

Confirmatory Factor Analysis (CFA) of Exogenous Variables

This study examines the set of exogenous variables which are: patriotism, trust, advertisement, price, quality, masculinity culture, family, and government support. Below Figures shows the resulting statistical estimates before fit and after fit of all exogenous models.

Most of the indicate achieved a good fit as per the recommended value (Hair et al., 2010). Moreover, the final modified model for each exogenous variables model yields a good result of fit as recommended by (Hair et al., 2010). In table Below

Recommendation Values of Measurement for all Exogenous and Endogenous variables

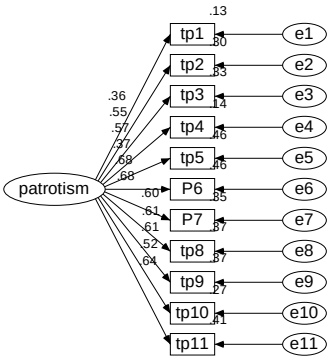
Indicators	Threshold value
Chi-square χ	
Absolute Indices:	Less than 2
Ratio/Comindf	Less than 0.10
RMSR	
Incremental Indices:	0.90 and above
GFI	0.90 and above
IFI	0.90 and above
CFI	0.90 and above
TLI	0.90 and above
NFI	0.90 and above
AGFI	
Parsimonious Indices:	
RMESA	Less than 0.08
P-value	More than 0.05

Source: (Hair et al., 2010)

Figure Patriotism before fit

Figure Patriotism after fit

Standardized estimates
Chi-square= 253.573
DFf=44
P=.000
CMINDF=5.763
CFI=.868
GFI=.918
AGFI=.877
NFI=.846
RMSEA=.094



Standardized estimates
Chi-square= 2.861
DFf=2
P=.239
CMINDF=1.431
CFI=.997
GFI=.997
AGFI=.987
NFI=.991
RMSEA=.028

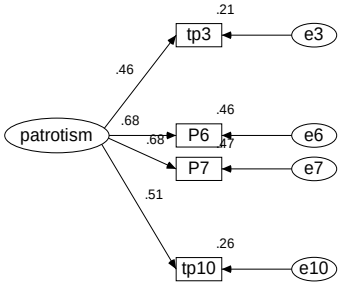
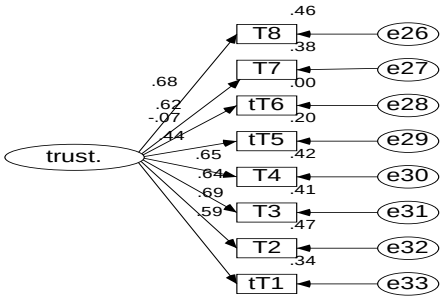


Figure Trust before fit

Figure Trust after fit

Standardized estimates
Chi-square= 198.706
DFf=20
P=.000
CMINDF=9.935
CFI=.837
GFI=.905
AGFI=.829
NFI=.823
RMSEA=.129



Standardized estimates
Chi-square= 4.083
DFf=2
P=.130
CMINDF=2.042
CFI=.995
GFI=.996
AGFI=.981
NFI=.991
RMSEA=.044

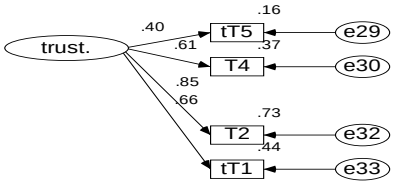


Figure advertisements before fit

Figure advertisements after fit

Standardized estimates
Chi-square= 326.191
DFf=20
P=.000
CMINDF=16.310
CFI=.721
GFI=.884
AGFI=.792
NFI=.710
RMSEA=.169

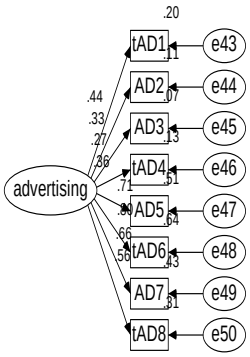


Figure prices before fit

Standardized estimates
Chi-square= 16.430
DFf=9
P=.058
CMINDF=1.826
CFI=.990
GFI=.990
AGFI=.977
NFI=.977
RMSEA=.039

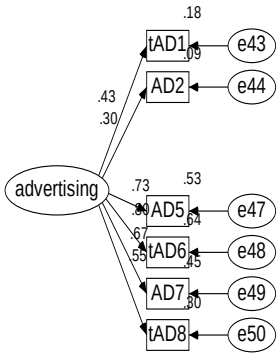
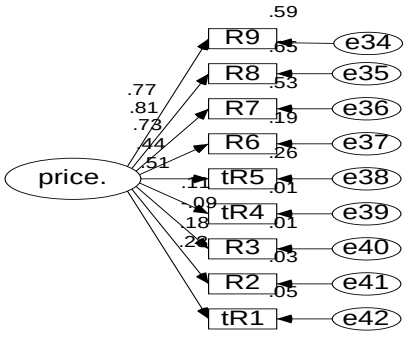


Figure price before fit

Standardized estimates
Chi-square= 385.676
DFf=27
P=.000
CMINDF=14.284
CFI=.690
GFI=.834
AGFI=.723
NFI=.676
RMSEA=.157



Standardized estimates
Chi-square= 4.079
DFf=2
P=.130
CMINDF=2.039
CFI=.995
GFI=.996
AGFI=.981
NFI=.990
RMSEA=.044

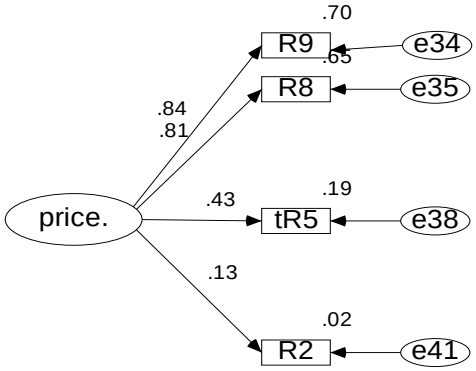
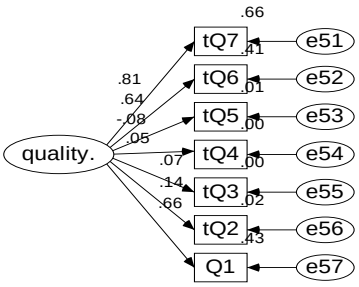


Figure quality before fit

Figure quality after fit

Standardized estimates
Chi-square= 544.857
DFf=14
P=.000
CMINDF=38.918
CFI=.413
GFI=.739
AGFI=.478
NFI=.411
RMSEA=.266



Standardized estimates
Chi-square= 8.071
DFf=2
P=.018
CMINDF=4.036
CFI=.984
GFI=.993
AGFI=.964
NFI=.979
RMSEA=.075

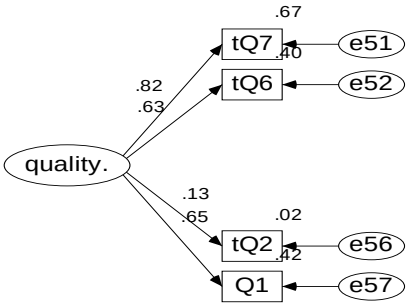
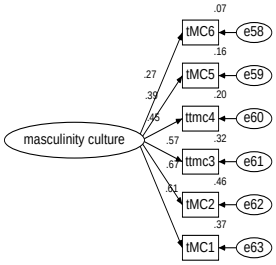


Figure masculinity cultures before fit

Figure masculinity cultures after fit

Standardized estimates
Chi-square= 83.274
DFf=9
P=.000
CMINDF=9.253
CFI=.833
GFI=.947
AGFI=.876
NFI=.819
RMSEA=.124



Standardized estimates
Chi-square= 3.224
DFf=2
P=.200
CMINDF=1.612
CFI=.996
GFI=.997
AGFI=.985
NFI=.990
RMSEA=.034

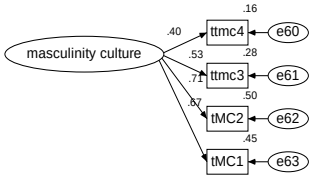
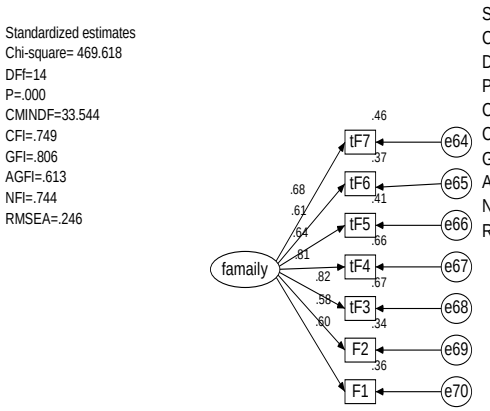


Figure family before fit

Figure family after fit



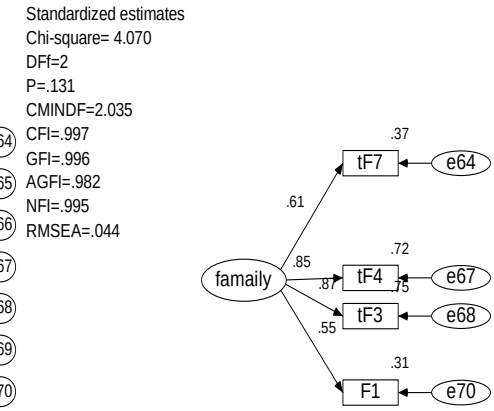
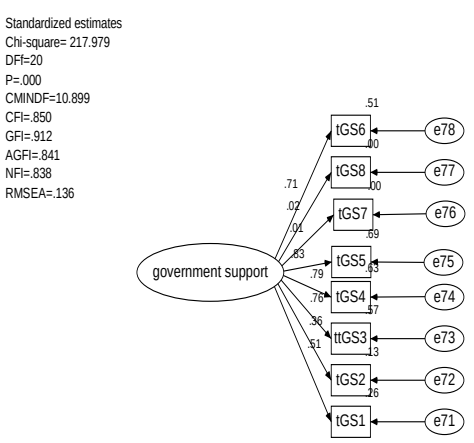
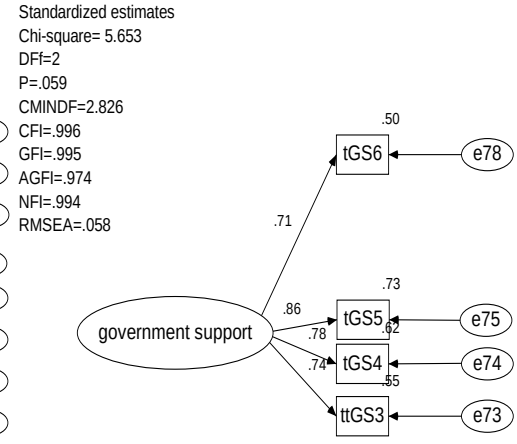


Figure government supports before fit Figure government support after fit





. Confirmatory Factor Analysis (CFA) OF Endogenous Variables

In this study there are two endogenous variables, which are purchase intention and actual purchase. Figure shows the resulting statistical estimates before fit and after fit of two endogenous models.

Figure Purchase intentions before fit Figure Actual Purchase intention after fit

Standardized estimates
Chi-square= 338.271
DFf=20
P=.000
CMINDF=16.914
CFI=.845
GFI=.830
AGFI=.693
NFI=.838
RMSEA=.172

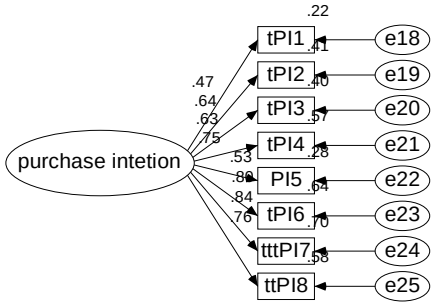


Figure Actual Purchase after fit

Standardized estimates
Chi-square= 3.055
DFf=2
P=.217
CMINDF=1.528
CFI=.999
GFI=.997
AGFI=.986
NFI=.997
RMSEA=.031

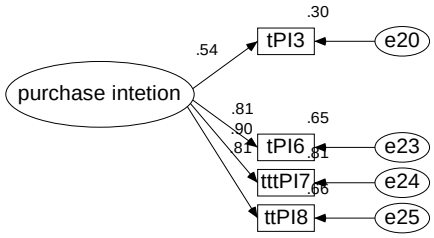
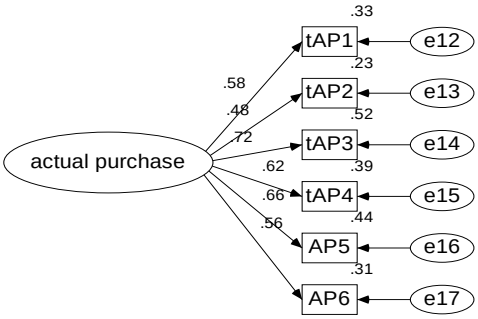
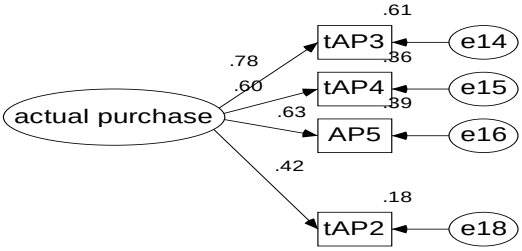


Figure Actual Purchase after fit

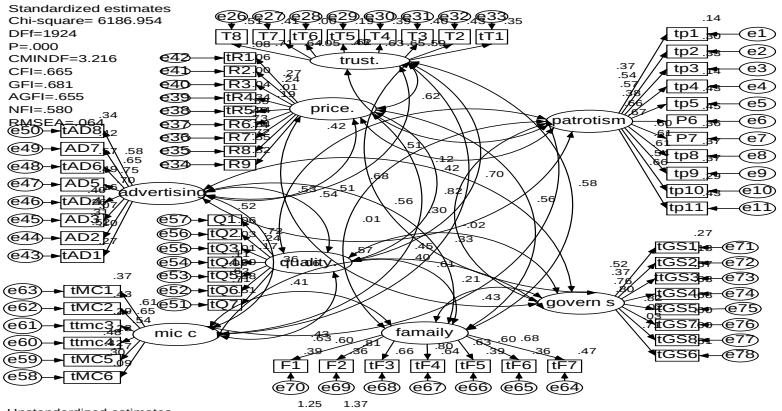
Standardized estimates
Chi-square= 142.527
DFf=9
P=.000
CMINDF=15.836
CFI=.835
GFI=.914
AGFI=.798
NFI=.827
RMSEA=.166



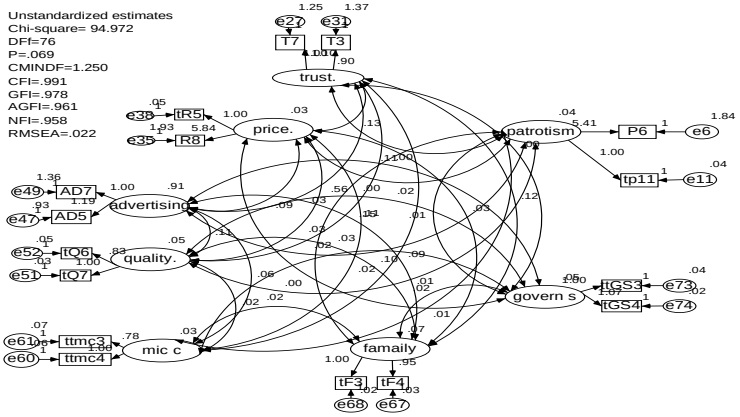
Standardized estimates
Chi-square= 4.538
DFf=2
P=.103
CMINDF=2.269
CFI=.993
GFI=.996
AGFI=.979
NFI=.988
RMSEA=.049



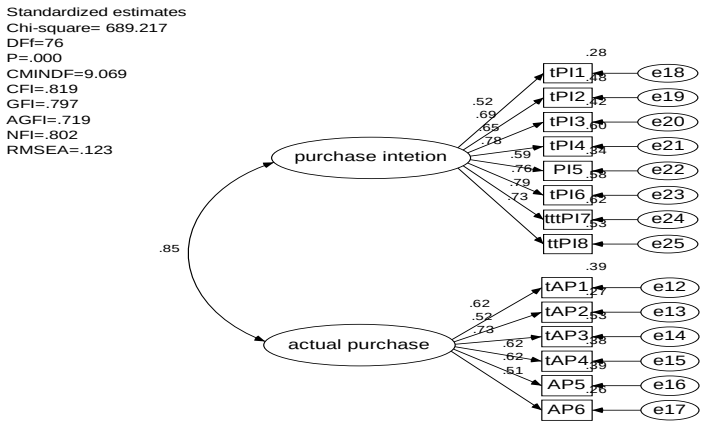
CFA for exogenous before fit



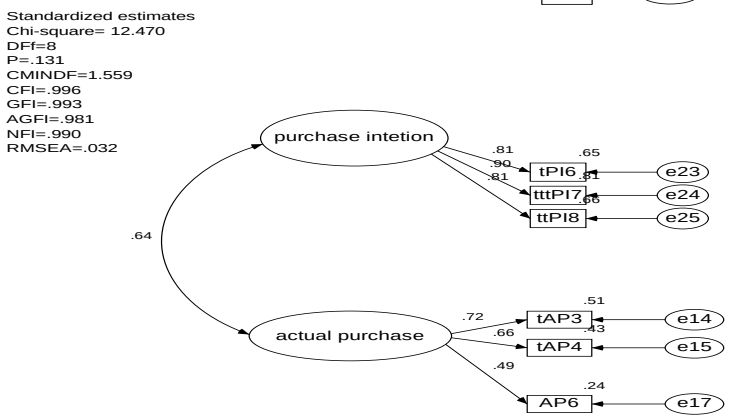
CFA for exogenous after fit



CFA for endogenous before fit

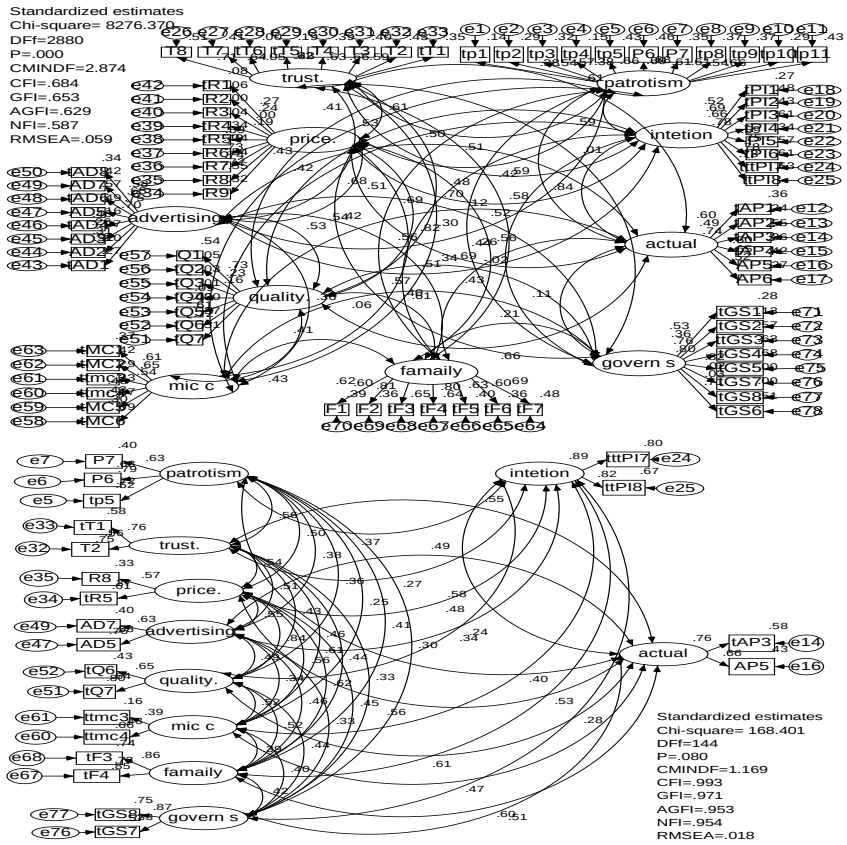


CFA for endogenous after fit

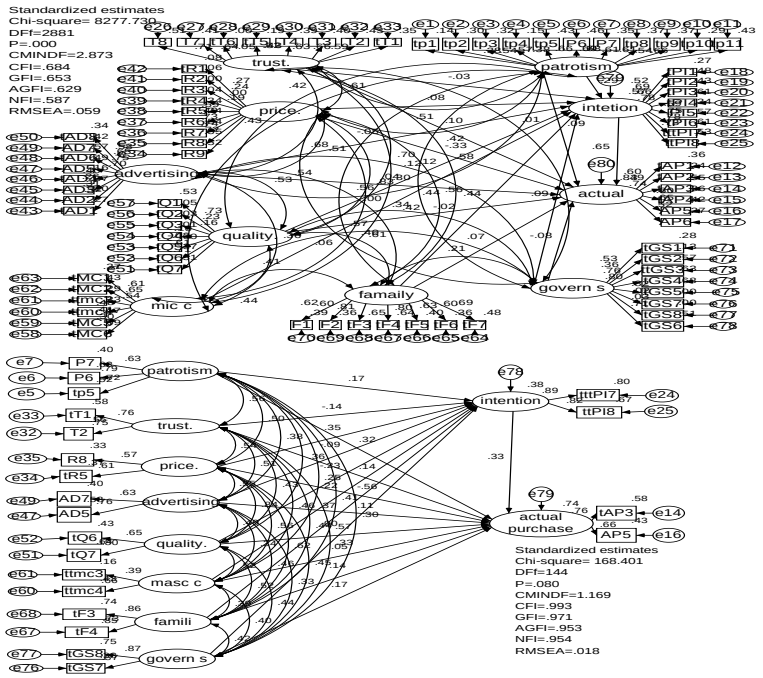


Measurement model before fit

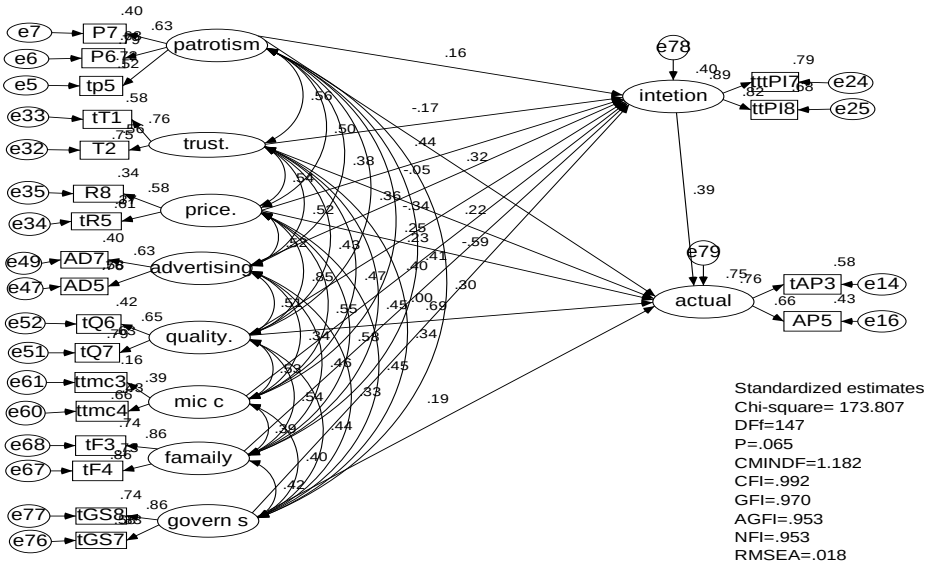
Measurement model after fit



Hypothesized model before fit Hypothesized model after fit



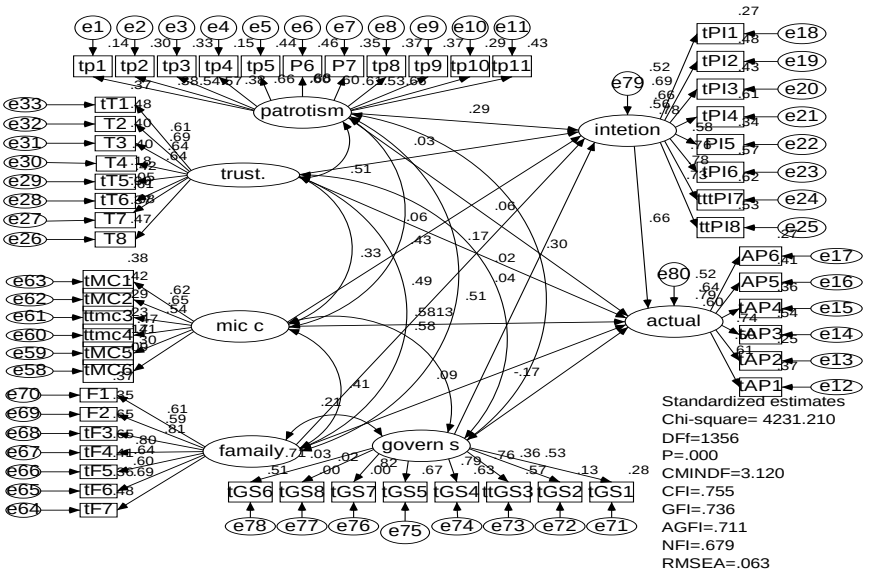
Hypothesized model after fit with 5 H



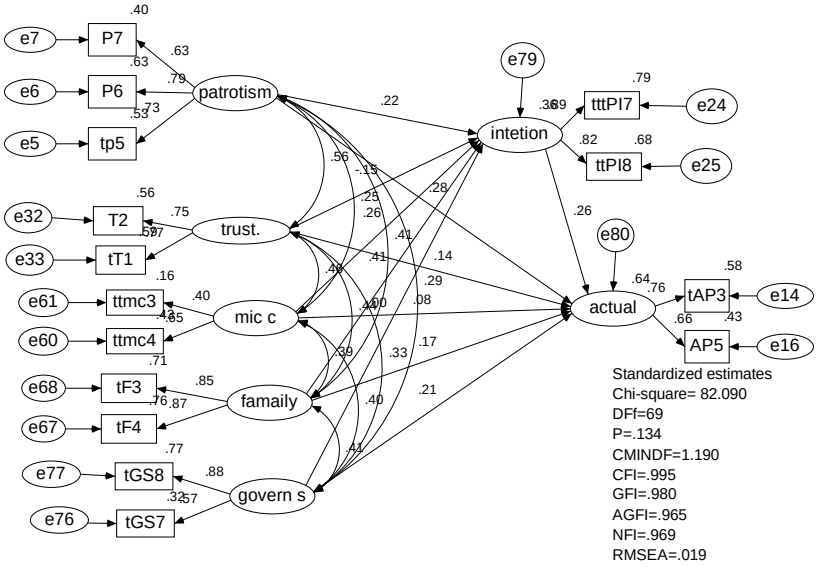
Competing underpinning theory before fit TPB

competing underpinning theory after fit TPB

Figire Competing model underpinning theory before fit (TPB)



Figire Competing model underpinning theory (TPB)

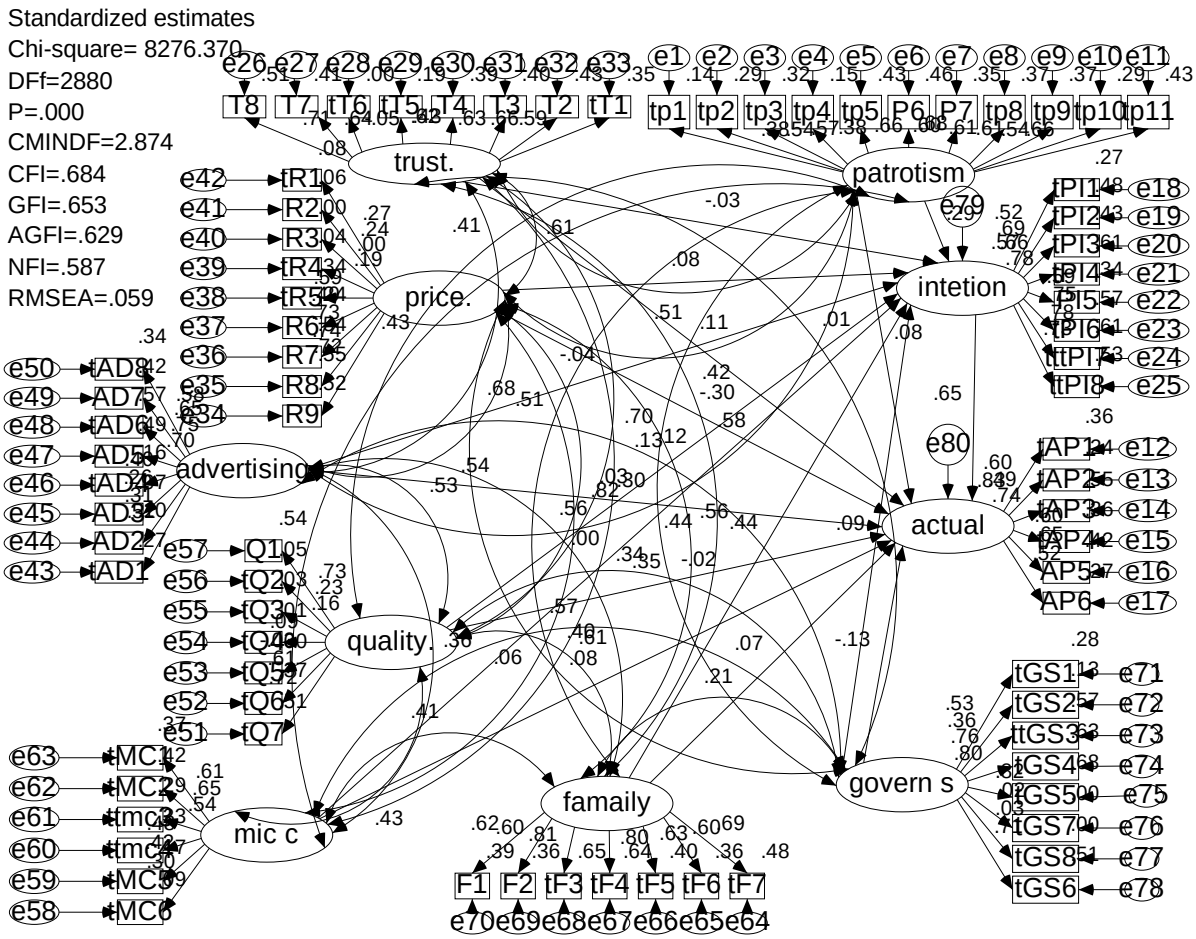


APPENDIX

I/5.8.

HYPOTHESIZED MODEL BEFORE FIT FROM AMOS

HYPOTHESIZED MODEL



Analysis Summary

Date and Time

Date: 21 Februari 2012

Time: 13:15:48

Title

H model befor fit: 21 Februari 2012 01:15

Notes for Group (Group number 1)

The model is recursive.

Sample size = 537

Variable Summary (Group number 1)

Your model contains the following variables (Group number 1)

Observed, endogenous variables

tp1

tp2

tp3

tp4

tp5

P6

P7

tp8

tp9

tp10

tp11

tAP1

tAP2

tAP3

tAP4

AP5

AP6

tPI1

tPI2

tPI3

tPI4

PI5

tPI6

tttPI7

ttPI8

T8

tT6

tT5

T4

T3

T2

tT1

R9

R8

R7

R6

tR5

tR4

R3

R2

tR1

tAD1

AD2

AD3

tAD4

AD5

tAD6

AD7

tAD8

tQ7

tQ6

tQ5

tQ4

tQ3

tQ2

Q1

tMC6

tMC5

ttmc4

ttmc3

tMC2

tMC1

tF7

tF6

tF5

tF4

tF3

F2

F1

tGS1

tGS2

ttGS3

tGS4

tGS5

tGS7

tGS8

tGS6

T7

Unobserved, endogenous variables

actual

intetion

Unobserved, exogenous variables

patrotism

e1

e2

e3

e4

e5

e6

e7

e8

e9

e10

e11

e12

e13

e14

e15

e16

e17

e18

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trust.

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price.

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advertising

e43

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quality.

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famaily

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e65

e66

e67

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e69

e70

govern s

e71

e72

e73

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e78

e74

e27

e79

e80

Variable counts (Group number 1)

Number of variables in your model:	168
Number of observed variables:	78
Number of unobserved variables:	90
Number of exogenous variables:	88
Number of endogenous variables:	80

Parameter summary (Group number 1)

	Weights	Covariances	Variances	Means	Intercepts	Total

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	90	0	0	0	0	90
Labeled	0	0	0	0	0	0
Unlabeled	85	28	88	0	0	201
Total	175	28	88	0	0	291

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
T7	1.000	7.000	-.251	-2.376	-.539	-2.548
tGS6	.000	.793	-.591	-5.589	-1.066	-5.043
tGS8	.008	.961	-.154	-1.461	-1.065	-5.035
tGS7	.022	.949	-.187	-1.765	-1.185	-5.606
tGS5	.000	.750	-.823	-7.789	-.873	-4.131
tGS4	.000	.800	-.572	-5.414	-1.119	-5.291
ttGS3	.022	.767	-.698	-6.602	-1.280	-6.056
tGS2	.007	.868	-.249	-2.354	-1.298	-6.141
tGS1	.001	.810	-.429	-4.058	-1.260	-5.962
F1	1.000	7.000	.049	.462	-.743	-3.513
F2	1.000	7.000	-.056	-.534	-.706	-3.341
tF3	.014	.945	-.145	-1.375	-1.240	-5.865
tF4	.018	.956	-.142	-1.340	-1.229	-5.815
tF5	.009	.926	-.280	-2.645	-1.119	-5.292
tF6	.010	.950	-.191	-1.811	-1.122	-5.308
tF7	.009	.940	-.185	-1.753	-1.155	-5.465

Variable	min	max	skew	c.r.	kurtosis	c.r.
tMC1	.000	.794	-.458	-4.329	-1.245	-5.887
tMC2	.000	.841	-.330	-3.121	-1.196	-5.656
ttmc3	.032	.878	-.148	-1.403	-1.490	-7.048
ttmc4	.040	.891	-.171	-1.621	-1.478	-6.989
tMC5	.005	.857	-.384	-3.628	-1.171	-5.538
tMC6	.021	.933	-.172	-1.627	-1.172	-5.543
Q1	1.000	7.000	-.128	-1.209	-.705	-3.335
tQ2	.017	.957	-.059	-.562	-1.231	-5.823
tQ3	.007	.956	-.112	-1.057	-1.194	-5.648
tQ4	.010	.919	-.207	-1.957	-1.197	-5.661
tQ5	.014	.905	-.209	-1.974	-1.220	-5.772
tQ6	.010	.957	-.173	-1.636	-1.137	-5.377
tQ7	.017	.941	-.176	-1.667	-1.210	-5.725
tAD8	.009	.930	-.207	-1.960	-1.196	-5.656
AD7	1.000	7.000	.088	.830	-.649	-3.068
tAD6	.022	.972	-.048	-.455	-1.283	-6.070
AD5	1.000	7.000	.065	.613	-.543	-2.568
tAD4	.002	.890	-.320	-3.031	-1.036	-4.899
AD3	1.000	7.000	-.085	-.809	-.741	-3.504
AD2	1.000	7.000	.059	.554	-.794	-3.755
tAD1	.022	.960	-.138	-1.306	-1.294	-6.122
tR1	.020	.932	-.163	-1.547	-1.240	-5.867
R2	1.000	7.000	-.176	-1.661	-.916	-4.332

Variable	min	max	skew	c.r.	kurtosis	c.r.
R3	1.000	7.000	-.110	-1.045	-.855	-4.042
tR4	.001	.874	-.196	-1.853	-1.224	-5.790
tR5	.010	.957	-.187	-1.770	-1.190	-5.631
R6	1.000	7.000	-.183	-1.727	-.755	-3.572
R7	1.000	7.000	-.145	-1.375	-.838	-3.962
R8	1.000	7.000	-.202	-1.907	-.894	-4.230
R9	1.000	7.000	-.212	-2.003	-.838	-3.966
tT1	.016	.933	-.201	-1.898	-1.121	-5.304
T2	1.000	7.000	-.028	-.265	-1.038	-4.911
T3	1.000	7.000	-.077	-.728	-.650	-3.074
T4	1.000	7.000	.040	.375	-.888	-4.202
tT5	.019	.904	-.262	-2.477	-1.209	-5.717
tT6	.002	.817	-.574	-5.431	-.970	-4.586
T8	1.000	7.000	.145	1.370	-.789	-3.732
ttPI8	.033	.907	-.178	-1.683	-1.412	-6.677
tttPI7	.049	.894	-.152	-1.437	-1.613	-7.632
tPI6	.003	.872	-.345	-3.268	-1.087	-5.141
PI5	1.000	7.000	-.056	-.534	-1.041	-4.922
tPI4	.006	.915	-.180	-1.705	-1.133	-5.359
tPI3	.007	.892	-.262	-2.481	-1.223	-5.786
tPI2	.020	.956	-.092	-.874	-1.173	-5.549
tPI1	.027	.971	-.100	-.944	-1.258	-5.952
AP6	1.000	7.000	-.139	-1.311	-.882	-4.173

Variable	min	max	skew	c.r.	kurtosis	c.r.
AP5	1.000	7.000	-.022	-.207	-.977	-4.623
tAP4	.011	.889	-.225	-2.128	-1.296	-6.128
tAP3	.015	.948	-.195	-1.844	-1.217	-5.759
tAP2	.002	.918	-.247	-2.337	-1.007	-4.761
tAP1	.003	.932	-.254	-2.404	-1.004	-4.748
tp11	.002	.855	-.412	-3.894	-1.071	-5.066
tp10	.008	.869	-.384	-3.630	-1.157	-5.471
tp9	.000	.807	-.547	-5.172	-1.098	-5.193
tp8	.002	.825	-.496	-4.688	-1.146	-5.421
P7	1.000	7.000	-.106	-1.004	-1.036	-4.899
P6	1.000	7.000	-.194	-1.834	-.881	-4.169
tp5	.013	.910	-.194	-1.838	-1.212	-5.735
tp4	.000	.741	-.889	-8.414	-.697	-3.295
tp3	.005	.811	-.581	-5.494	-1.142	-5.402
tp2	.001	.846	-.394	-3.724	-1.149	-5.437
tp1	.000	.671	-1.544	-14.608	.768	3.634
Multivariate					278.700	28.906

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
6	126.076	.000	.221
21	125.637	.001	.031
8	123.537	.001	.009

Observation number	Mahalanobis d-squared	p1	p2
3	122.605	.001	.002
10	120.563	.001	.001
12	120.294	.002	.000
17	119.002	.002	.000
4	118.172	.002	.000
14	117.636	.003	.000
5	116.702	.003	.000
11	115.937	.003	.000
13	115.313	.004	.000
15	115.071	.004	.000
30	114.968	.004	.000
38	113.276	.006	.000
9	113.012	.006	.000
18	112.677	.006	.000
19	112.663	.006	.000
63	112.564	.006	.000
35	111.922	.007	.000
28	111.827	.007	.000
24	111.553	.008	.000
27	111.391	.008	.000
53	110.897	.009	.000
26	110.686	.009	.000
16	110.666	.009	.000

Observation number	Mahalanobis d-squared	p1	p2
20	110.644	.009	.000
51	110.465	.009	.000
36	110.294	.009	.000
44	110.247	.010	.000
32	110.192	.010	.000
22	109.526	.011	.000
43	108.982	.012	.000
48	108.864	.012	.000
34	108.755	.012	.000
39	108.671	.012	.000
31	108.637	.012	.000
49	108.399	.013	.000
50	108.396	.013	.000
84	108.383	.013	.000
23	108.273	.013	.000
52	108.092	.014	.000
33	107.797	.014	.000
7	107.590	.015	.000
29	107.377	.015	.000
40	107.204	.016	.000
47	106.948	.016	.000
74	106.929	.017	.000
42	106.644	.017	.000

Observation number	Mahalanobis d-squared	p1	p2
54	105.612	.020	.000
25	105.386	.021	.000
67	105.321	.021	.000
41	105.301	.021	.000
129	105.284	.021	.000
85	105.120	.022	.000
37	105.103	.022	.000
66	105.024	.022	.000
82	104.416	.025	.000
60	104.142	.026	.000
68	103.917	.027	.000
90	103.750	.027	.000
64	103.476	.028	.000
71	103.474	.028	.000
70	103.435	.029	.000
59	103.376	.029	.000
45	103.320	.029	.000
126	102.908	.031	.000
61	102.678	.032	.000
57	102.508	.033	.000
56	102.486	.033	.000
62	102.202	.034	.000
107	101.460	.038	.000

Observation number	Mahalanobis d-squared	p1	p2
58	101.375	.039	.000
104	101.143	.040	.000
109	101.003	.041	.000
106	100.954	.041	.000
77	100.943	.041	.000
88	100.493	.044	.000
75	100.434	.045	.000
79	100.364	.045	.000
87	100.223	.046	.000
55	100.158	.046	.000
101	100.040	.047	.000
86	99.990	.047	.000
183	99.943	.048	.000
98	99.681	.050	.000
65	99.480	.051	.000
161	99.249	.053	.000
94	99.141	.053	.000
91	99.049	.054	.000
121	98.956	.055	.000
105	98.955	.055	.000
103	98.931	.055	.000
81	98.802	.056	.000
93	98.492	.058	.000
135	98.348	.060	.000

Observation number	Mahalanobis d-squared	p1	p2
72	98.027	.062	.000
76	98.015	.062	.000
95	97.778	.064	.000
92	97.706	.065	.000

Sample Moments Can Not Copy It Because The Table Bigger

Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments:	3081
Number of distinct parameters to be estimated:	201
Degrees of freedom (3081 - 201):	2880

Result (Default model)

Minimum was achieved

Chi-square = 8276.370

Degrees of freedom = 2880

Probability level = .000

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
intetion	<---	patrotism	.540	.118	4.564	***	par_98
intetion	<---	trust.	-.004	.011	-.351	.726	par_99
intetion	<---	price.	.010	.012	.845	.398	par_100
intetion	<---	advertising	-.045	.063	-.705	.481	par_101
intetion	<---	quality.	.095	.092	1.035	.301	par_102

			Estimate	S.E.	C.R.	P	Label
intetion	<---	mic c	-.007	.125	-.057	.955	par_103
intetion	<---	famaily	.337	.052	6.440	***	par_104
intetion	<---	govern s	.095	.063	1.502	.133	par_105
actual	<---	intetion	.715	.093	7.708	***	par_97
actual	<---	patrotism	.157	.111	1.422	.155	par_106
actual	<---	trust.	.016	.012	1.393	.163	par_107
actual	<---	price.	-.041	.014	-3.047	.002	par_108
actual	<---	advertising	.033	.068	.489	.625	par_109
actual	<---	quality.	.282	.105	2.677	.007	par_110
actual	<---	famaily	.060	.053	1.119	.263	par_111
actual	<---	govern s	-.144	.068	-2.113	.035	par_112
actual	<---	mic c	.158	.135	1.166	.244	par_113
tp1	<---	patrotism	1.000				
tp2	<---	patrotism	1.873	.254	7.384	***	par_1
tp3	<---	patrotism	1.991	.264	7.537	***	par_2
tp4	<---	patrotism	1.175	.184	6.373	***	par_3
tp5	<---	patrotism	2.363	.300	7.873	***	par_4
P6	<---	patrotism	14.321	1.821	7.865	***	par_5
P7	<---	patrotism	13.338	1.756	7.595	***	par_6
tp8	<---	patrotism	2.111	.274	7.693	***	par_7
tp9	<---	patrotism	2.066	.268	7.719	***	par_8
tp10	<---	patrotism	1.877	.258	7.281	***	par_9
tp11	<---	patrotism	2.255	.286	7.873	***	par_10
tAP1	<---	actual	1.000				

			Estimate	S.E.	C.R.	P	Label
tAP2	<---	actual	.812	.081	9.960	***	par_11
tAP3	<---	actual	1.280	.100	12.817	***	par_12
tAP4	<---	actual	1.060	.093	11.342	***	par_13
AP5	<---	actual	6.896	.606	11.380	***	par_14
AP6	<---	actual	5.554	.571	9.732	***	par_15
tPI1	<---	intetion	1.000				
tPI2	<---	intetion	1.314	.114	11.542	***	par_16
tPI3	<---	intetion	1.255	.115	10.895	***	par_17
PI5	<---	intetion	6.985	.668	10.454	***	par_18
tPI6	<---	intetion	1.376	.120	11.419	***	par_19
tttPI7	<---	intetion	1.634	.141	11.593	***	par_20
ttPI8	<---	intetion	1.445	.130	11.133	***	par_21
T8	<---	trust.	1.000				
tT6	<---	trust.	-.013	.011	-1.100	.271	par_22
tT5	<---	trust.	.114	.013	9.079	***	par_23
T4	<---	trust.	.904	.071	12.663	***	par_24
T3	<---	trust.	.850	.064	13.190	***	par_25
T2	<---	trust.	1.030	.081	12.774	***	par_26
tT1	<---	trust.	.152	.013	11.738	***	par_27
R9	<---	price.	1.000				
R8	<---	price.	1.050	.064	16.340	***	par_28
R7	<---	price.	.989	.066	15.088	***	par_29
R6	<---	price.	.643	.066	9.748	***	par_30
tR5	<---	price.	.140	.012	11.547	***	par_31

			Estimate	S.E.	C.R.	P	Label
tR4	<---	price.	.044	.011	3.852	***	par_32
R3	<---	price.	.003	.065	.052	.959	par_33
R2	<---	price.	.339	.069	4.916	***	par_34
tR1	<---	price.	.066	.012	5.656	***	par_35
tAD1	<---	advertising	1.000				
AD2	<---	advertising	3.276	.551	5.947	***	par_36
AD3	<---	advertising	2.767	.548	5.046	***	par_37
tAD4	<---	advertising	.734	.097	7.582	***	par_38
AD5	<---	advertising	6.822	.670	10.181	***	par_39
tAD6	<---	advertising	1.462	.139	10.496	***	par_40
AD7	<---	advertising	6.383	.651	9.811	***	par_41
tAD8	<---	advertising	1.097	.115	9.513	***	par_42
tQ7	<---	quality.	1.000				
tQ6	<---	quality.	.849	.066	12.923	***	par_43
tQ5	<---	quality.	-.045	.070	-.646	.518	par_44
tQ4	<---	quality.	.131	.069	1.898	.058	par_45
tQ3	<---	quality.	.221	.069	3.198	.001	par_46
tQ2	<---	quality.	.324	.070	4.664	***	par_47
Q1	<---	quality.	5.471	.370	14.788	***	par_48
tMC6	<---	mic c	1.000				
tMC5	<---	mic c	1.333	.247	5.395	***	par_49
ttmc4	<---	mic c	1.674	.305	5.487	***	par_50
ttmc3	<---	mic c	1.869	.340	5.491	***	par_51
tMC2	<---	mic c	2.031	.365	5.557	***	par_52

			Estimate	S.E.	C.R.	P	Label
tMC1	<---	mic c	1.860	.349	5.336	***	par_53
tF7	<---	famaily	1.000				
tF6	<---	famaily	.861	.066	13.097	***	par_54
tF5	<---	famaily	.911	.068	13.389	***	par_55
tF4	<---	famaily	1.175	.072	16.231	***	par_56
tF3	<---	famaily	1.191	.073	16.240	***	par_57
F2	<---	famaily	4.711	.376	12.517	***	par_58
F1	<---	famaily	5.000	.387	12.924	***	par_59
tGS1	<---	govern s	1.000				
tGS2	<---	govern s	.724	.101	7.173	***	par_60
ttGS3	<---	govern s	1.554	.134	11.615	***	par_61
tGS4	<---	govern s	1.503	.127	11.849	***	par_62
tGS5	<---	govern s	1.476	.124	11.893	***	par_63
tGS7	<---	govern s	.031	.092	.341	.733	par_64
tGS8	<---	govern s	.059	.090	.652	.515	par_65
tGS6	<---	govern s	1.308	.116	11.284	***	par_66
T7	<---	trust.	.873	.063	13.898	***	par_67
tPI4	<---	intetion	1.449	.121	11.941	***	par_96

Modification Indices (Group number 1 - Default model)

Covariances: (Group number 1 - Default model)

			M.I.	Par Change
e27	<-->	price.	5.916	.123
e77	<-->	famaily	18.188	.008
e77	<-->	quality.	9.379	.006

			M.I.	Par Change
e77	<-->	e79	5.801	.003
e77	<-->	e80	6.248	.004
e76	<-->	e80	6.161	.004
e76	<-->	e78	6.769	.007
e76	<-->	e77	132.860	.041
e75	<-->	e78	7.006	.004
e74	<-->	e78	5.343	-.004
e74	<-->	e77	9.348	-.007
e74	<-->	e76	4.538	-.005
e73	<-->	e79	6.551	-.003
e72	<-->	mic c	4.609	.002
e72	<-->	advertising	11.017	.005
e72	<-->	e76	8.353	.010
e72	<-->	e75	9.365	-.006
e71	<-->	famaily	21.289	.008
e71	<-->	e79	13.042	.004
e71	<-->	e77	9.665	.009
e71	<-->	e76	5.492	.007
e71	<-->	e75	8.758	-.005
e71	<-->	e72	4.349	.006
e70	<-->	govern s	6.843	-.019
e70	<-->	famaily	8.026	-.025
e70	<-->	advertising	11.095	.025
e70	<-->	e73	5.951	-.029

			M.I.	Par Change
e70	<-->	e72	4.530	.032
e69	<-->	trust.	4.236	.101
e69	<-->	e72	10.592	.050
e69	<-->	e70	193.385	.985
e68	<-->	e78	7.039	-.004
e68	<-->	e76	7.410	-.007
e68	<-->	e72	7.687	-.006
e67	<-->	mic c	6.418	-.002
e67	<-->	e70	8.386	-.031
e67	<-->	e69	14.865	-.041
e67	<-->	e68	50.954	.011
e66	<-->	quality.	5.166	-.004
e66	<-->	e27	5.381	-.029
e66	<-->	e70	24.664	-.063
e66	<-->	e69	29.932	-.070
e65	<-->	e70	9.652	-.040
e65	<-->	e68	23.669	-.009
e65	<-->	e67	7.786	-.005
e65	<-->	e66	94.464	.022
e64	<-->	govern s	7.852	.004
e64	<-->	e27	9.288	.035
e64	<-->	e77	5.947	.007
e64	<-->	e72	8.324	.007
e64	<-->	e71	6.006	.006

			M.I.	Par Change
e64	<-->	e70	11.596	-.041
e64	<-->	e68	9.795	-.006
e64	<-->	e65	62.750	.017
e63	<-->	govern s	14.165	.005
e63	<-->	e77	7.533	-.008
e63	<-->	e71	4.929	.005
e63	<-->	e70	9.549	-.040
e62	<-->	e78	5.005	.005
e62	<-->	e63	16.653	.009
e61	<-->	e80	4.493	.003
e61	<-->	e75	6.117	-.005
e61	<-->	e73	4.332	.005
e60	<-->	trust.	11.109	.035
e60	<-->	e78	5.743	-.006
e60	<-->	e77	11.420	.012
e60	<-->	e73	4.506	-.006
e59	<-->	e79	8.243	-.004
e59	<-->	e66	5.607	.006
e59	<-->	e63	16.390	-.011
e59	<-->	e62	5.568	-.006
e59	<-->	e61	4.111	.006
e59	<-->	e60	4.668	.007
e58	<-->	govern s	6.837	-.004
e58	<-->	famaily	10.808	.006

			M.I.	Par Change
e58	<-->	e76	5.863	.008
e58	<-->	e72	13.264	.012
e58	<-->	e70	17.837	.065
e58	<-->	e69	17.873	.066
e58	<-->	e63	18.218	-.012
e58	<-->	e59	36.516	.019
e57	<-->	price.	5.104	.105
e57	<-->	e68	4.090	.019
e57	<-->	e66	5.267	-.026
e57	<-->	e65	4.695	-.025
e57	<-->	e64	9.847	-.034
e57	<-->	e63	6.830	-.030
e57	<-->	e60	4.940	.031
e56	<-->	quality.	8.831	-.006
e56	<-->	advertising	14.056	.006
e56	<-->	price.	4.172	.023
e56	<-->	trust.	4.795	-.024
e56	<-->	e76	8.573	.010
e56	<-->	e72	14.619	.013
e56	<-->	e61	5.078	.007
e56	<-->	e59	9.143	.010
e56	<-->	e58	6.435	.009
e55	<-->	quality.	5.953	-.005
e55	<-->	advertising	17.470	.007

			M.I.	Par Change
e55	<-->	price.	5.599	.027
e55	<-->	trust.	6.180	-.027
e55	<-->	e76	6.370	.009
e55	<-->	e72	32.284	.019
e55	<-->	e70	7.032	.041
e55	<-->	e68	7.876	-.007
e55	<-->	e61	5.366	.008
e55	<-->	e59	4.509	.007
e55	<-->	e56	106.008	.035
e54	<-->	govern s	8.989	.005
e54	<-->	mic c	9.754	.003
e54	<-->	advertising	5.848	.004
e54	<-->	e80	4.038	-.003
e54	<-->	e72	27.774	.018
e54	<-->	e63	8.230	.008
e54	<-->	e57	9.599	-.045
e54	<-->	e56	71.966	.030
e54	<-->	e55	147.561	.043
e53	<-->	mic c	6.257	.003
e53	<-->	advertising	18.048	.007
e53	<-->	trust.	11.242	-.038
e53	<-->	e72	37.403	.021
e53	<-->	e67	5.596	-.006
e53	<-->	e66	4.385	.006

			M.I.	Par Change
e53	<-->	e63	4.640	.006
e53	<-->	e59	7.508	.009
e53	<-->	e58	7.785	.010
e53	<-->	e57	25.780	-.074
e53	<-->	e56	54.982	.026
e53	<-->	e55	122.444	.040
e53	<-->	e54	124.451	.041
e52	<-->	e67	5.053	-.005
e52	<-->	e57	5.087	-.027
e51	<-->	e66	8.779	-.006
e51	<-->	e56	15.417	-.010
e51	<-->	e55	14.864	-.010
e51	<-->	e53	4.369	-.006
e51	<-->	e52	17.515	.009
e50	<-->	famaily	4.268	.004
e50	<-->	mic c	9.090	.003
e50	<-->	e77	6.767	.008
e50	<-->	e64	6.886	.006
e50	<-->	e61	4.580	.006
e49	<-->	govern s	6.154	-.018
e49	<-->	e70	4.603	.145
e49	<-->	e53	4.909	.034
e49	<-->	e50	4.544	.027
e48	<-->	mic c	6.490	-.002

			M.I.	Par Change
e48	<-->	quality.	7.020	-.004
e48	<-->	advertising	8.146	.003
e48	<-->	e71	4.081	.005
e48	<-->	e68	5.264	-.004
e48	<-->	e64	4.933	.005
e48	<-->	e60	7.010	-.007
e48	<-->	e57	5.809	-.027
e48	<-->	e49	4.031	.023
e47	<-->	mic c	10.698	-.014
e47	<-->	e75	5.566	-.020
e47	<-->	e67	4.216	.020
e47	<-->	e65	5.100	-.026
e47	<-->	e64	7.201	-.029
e47	<-->	e48	18.117	.046
e46	<-->	govern s	5.807	.004
e46	<-->	mic c	13.666	.004
e46	<-->	advertising	5.680	-.004
e46	<-->	e79	5.441	.003
e46	<-->	e77	4.091	.006
e46	<-->	e69	4.124	-.029
e46	<-->	e63	10.878	.009
e46	<-->	e60	12.141	.011
e46	<-->	e50	5.800	.007
e46	<-->	e49	15.604	-.054

			M.I.	Par Change
e46	<-->	e47	7.302	-.035
e45	<-->	Quality.	6.797	-.029
e45	<-->	patrotism	10.904	.017
e45	<-->	e27	4.454	-.179
e45	<-->	e76	5.349	.046
e45	<-->	e72	35.022	.111
e45	<-->	e70	6.001	.215
e45	<-->	e69	5.085	.198
e45	<-->	e67	5.598	-.031
e45	<-->	e66	5.936	.038
e45	<-->	e61	5.393	.043
e45	<-->	e57	14.000	-.296
e45	<-->	e56	30.079	.105
e45	<-->	e55	21.317	.089
e45	<-->	e54	36.500	.119
e45	<-->	e53	30.223	.110
e45	<-->	e50	4.294	-.035
e45	<-->	e46	5.400	-.041
e44	<-->	famaily	10.346	-.035
e44	<-->	advertising	4.820	.019
e44	<-->	e27	6.727	-.213
e44	<-->	e72	35.636	.109
e44	<-->	e67	7.618	-.036
e44	<-->	e57	6.204	-.191

			M.I.	Par Change
e44	<-->	e56	45.587	.126
e44	<-->	e55	32.377	.107
e44	<-->	e54	53.344	.140
e44	<-->	e53	31.446	.109
e44	<-->	e45	201.693	1.494
e43	<-->	quality.	7.880	.005
e43	<-->	advertising	34.083	-.009
e43	<-->	trust.	35.940	.060
e43	<-->	e77	5.917	.008
e43	<-->	e76	6.469	.008
e43	<-->	e66	4.736	-.006
e43	<-->	e61	5.522	-.007
e43	<-->	e60	8.770	.009
e43	<-->	e57	9.941	.041
e43	<-->	e55	8.290	-.009
e43	<-->	e49	12.028	-.047
e43	<-->	e47	9.816	-.040
e43	<-->	e46	19.818	.013
e43	<-->	e45	6.516	-.045
e42	<-->	famaily	8.598	.006
e42	<-->	advertising	16.579	.007
e42	<-->	trust.	10.495	-.035
e42	<-->	e76	5.047	.008
e42	<-->	e74	4.463	-.005

			M.I.	Par Change
e42	<-->	e72	12.839	.012
e42	<-->	e57	9.123	-.042
e42	<-->	e56	23.504	.017
e42	<-->	e55	26.369	.018
e42	<-->	e54	26.463	.018
e42	<-->	e53	31.223	.020
e42	<-->	e50	9.821	.009
e42	<-->	e45	21.436	.089
e42	<-->	e44	23.462	.091
e41	<-->	famaily	5.772	.028
e41	<-->	advertising	6.072	.024
e41	<-->	e80	5.665	-.021
e41	<-->	e70	7.344	.252
e41	<-->	e69	7.977	.263
e41	<-->	e66	5.672	.040
e41	<-->	e59	18.898	.083
e41	<-->	e58	9.119	.061
e41	<-->	e56	31.128	.114
e41	<-->	e55	26.284	.105
e41	<-->	e54	31.067	.116
e41	<-->	e53	38.688	.132
e41	<-->	e51	4.149	-.033
e41	<-->	e45	17.849	.485
e41	<-->	e44	19.386	.491

			M.I.	Par Change
e41	<-->	e42	118.031	.222
e40	<-->	advertising	14.097	.035
e40	<-->	price.	20.863	-.304
e40	<-->	trust.	7.150	.167
e40	<-->	e80	4.756	.018
e40	<-->	e27	5.784	-.209
e40	<-->	e77	9.555	.062
e40	<-->	e76	6.971	.054
e40	<-->	e72	9.430	.059
e40	<-->	e70	16.899	.371
e40	<-->	e69	21.056	.415
e40	<-->	e68	8.781	-.040
e40	<-->	e58	11.455	.067
e40	<-->	e56	11.331	.067
e40	<-->	e55	10.010	.063
e40	<-->	e54	16.649	.083
e40	<-->	e53	21.302	.095
e40	<-->	e45	19.597	.493
e40	<-->	e44	18.699	.468
e40	<-->	e42	21.444	.092
e40	<-->	e41	29.808	.645
e39	<-->	govern s	9.355	.005
e39	<-->	advertising	9.454	.005
e39	<-->	price.	14.100	-.043

			M.I.	Par Change
e39	<-->	patrotism	6.484	.002
e39	<-->	e77	9.547	.011
e39	<-->	e73	5.107	.006
e39	<-->	e72	5.762	.008
e39	<-->	e71	12.788	.010
e39	<-->	e63	12.102	.010
e39	<-->	e56	19.397	.015
e39	<-->	e55	10.948	.011
e39	<-->	e54	21.901	.016
e39	<-->	e53	16.587	.014
e39	<-->	e50	5.447	.007
e39	<-->	e45	6.379	.048
e39	<-->	e44	12.407	.065
e39	<-->	e42	8.021	.010
e39	<-->	e41	12.873	.072
e39	<-->	e40	28.266	.104
e38	<-->	quality.	4.225	.003
e38	<-->	price.	15.701	-.039
e38	<-->	e78	5.590	-.005
e38	<-->	e72	4.293	.006
e38	<-->	e71	5.129	.006
e38	<-->	e45	8.813	.049
e38	<-->	e40	8.737	.051
e38	<-->	e39	10.420	.009

			M.I.	Par Change
e37	<-->	advertising	4.739	.018
e37	<-->	e72	6.903	.044
e37	<-->	e68	6.965	-.031
e37	<-->	e56	5.863	.042
e37	<-->	e55	4.063	.035
e37	<-->	e54	4.033	.035
e37	<-->	e53	14.568	.069
e37	<-->	e51	9.256	-.041
e37	<-->	e45	6.437	.246
e37	<-->	e42	5.191	.039
e37	<-->	e41	6.480	.261
e37	<-->	e40	28.997	.537
e37	<-->	e39	5.654	.040
e37	<-->	e38	18.558	.064
e36	<-->	e72	5.420	-.034
e36	<-->	e61	4.174	.029
e36	<-->	e58	6.679	-.038
e36	<-->	e50	6.371	.033
e36	<-->	e41	4.964	-.197
e35	<-->	advertising	4.226	-.015
e35	<-->	price.	4.631	.106
e35	<-->	e78	4.143	.023
e35	<-->	e61	10.055	-.047
e35	<-->	e56	4.337	-.032

			M.I.	Par Change
e35	<-->	e54	6.356	-.040
e35	<-->	e52	4.675	-.028
e35	<-->	e50	5.731	-.032
e35	<-->	e49	4.623	-.143
e35	<-->	e45	4.126	-.175
e35	<-->	e44	4.662	-.181
e35	<-->	e42	10.596	-.050
e35	<-->	e41	9.931	-.288
e35	<-->	e40	38.025	-.548
e35	<-->	e39	18.558	-.065
e35	<-->	e38	18.982	-.057
e35	<-->	e37	8.103	-.219
e35	<-->	e36	5.318	.150
e34	<-->	advertising	7.669	-.020
e34	<-->	patrotism	4.359	-.008
e34	<-->	e77	6.105	-.039
e34	<-->	e71	6.826	-.035
e34	<-->	e66	5.819	-.031
e34	<-->	e57	14.520	.242
e34	<-->	e50	14.420	-.051
e34	<-->	e45	4.388	-.182
e34	<-->	e44	4.581	-.181
e34	<-->	e41	6.091	-.228
e34	<-->	e40	34.331	-.525

			M.I.	Par Change
e34	<-->	e39	21.374	-.071
e34	<-->	e38	8.254	-.038
e34	<-->	e37	22.331	-.367
e34	<-->	e35	66.489	.555
e33	<-->	price.	6.182	-.024
e33	<-->	patrotism	26.147	.004
e33	<-->	e27	13.707	-.047
e33	<-->	e69	5.241	.030
e33	<-->	e62	5.194	-.005
e33	<-->	e51	4.832	-.005
e33	<-->	e40	7.361	.046
e33	<-->	e34	4.026	-.026
e32	<-->	e27	29.731	-.405
e32	<-->	e68	5.069	-.026
e32	<-->	e67	4.711	.025
e32	<-->	e49	4.035	-.148
e32	<-->	e33	58.434	.110
e31	<-->	e75	5.920	.022
e31	<-->	e72	4.966	-.032
e31	<-->	e55	4.727	-.032
e31	<-->	e54	4.120	-.031
e31	<-->	e46	4.658	.030
e31	<-->	e45	7.626	-.232
e31	<-->	e44	13.983	-.305

			M.I.	Par Change
e31	<-->	e43	4.680	.030
e31	<-->	e42	12.057	-.052
e31	<-->	e39	6.600	-.038
e31	<-->	e35	7.381	.182
e30	<-->	e27	8.479	-.207
e30	<-->	e40	13.776	.350
e30	<-->	e37	6.491	.209
e30	<-->	e36	5.138	-.160
e30	<-->	e35	8.099	-.207
e30	<-->	e32	22.458	.381
e29	<-->	govern s	17.115	.006
e29	<-->	patrotism	20.554	-.004
e29	<-->	e68	4.176	.005
e29	<-->	e52	4.817	.006
e29	<-->	e43	6.568	.008
e29	<-->	e39	10.480	.010
e28	<-->	govern s	13.276	.006
e28	<-->	mic c	11.460	.003
e28	<-->	trust.	5.225	-.024
e28	<-->	patrotism	6.093	.002
e28	<-->	e27	10.472	-.047
e28	<-->	e72	9.240	.010
e28	<-->	e66	8.245	.008
e28	<-->	e62	4.082	.005

			M.I.	Par Change
e28	<-->	e56	10.488	.011
e28	<-->	e55	22.314	.016
e28	<-->	e54	31.016	.019
e28	<-->	e53	26.845	.018
e28	<-->	e50	4.329	.006
e28	<-->	e47	10.018	-.043
e28	<-->	e46	17.456	.013
e28	<-->	e45	15.930	.074
e28	<-->	e44	25.585	.092
e28	<-->	e42	4.552	.007
e28	<-->	e41	8.361	.057
e28	<-->	e39	26.972	.017
e28	<-->	e38	4.101	.006
e28	<-->	e29	6.724	.008
e26	<-->	govern s	10.799	-.023
e26	<-->	e27	53.020	.460
e26	<-->	e76	4.935	.033
e26	<-->	e65	4.837	-.026
e26	<-->	e49	4.795	.138
e26	<-->	e46	5.516	-.031
e26	<-->	e43	13.146	.049
e26	<-->	e33	21.992	-.057
e26	<-->	e32	28.362	-.380
e26	<-->	e28	10.476	-.045

			M.I.	Par Change
e25	<-->	govern s	17.303	.005
e25	<-->	quality.	5.154	-.003
e25	<-->	e77	7.689	-.007
e25	<-->	e66	4.799	.005
e25	<-->	e56	4.136	.005
e25	<-->	e55	7.612	.007
e25	<-->	e54	6.091	.007
e25	<-->	e53	6.845	.007
e25	<-->	e50	11.915	.008
e25	<-->	e42	4.643	.006
e25	<-->	e28	4.242	.005
e25	<-->	e26	5.376	-.026
e24	<-->	quality.	4.635	-.003
e24	<-->	e79	5.296	.002
e24	<-->	e80	9.730	-.003
e24	<-->	e73	6.402	-.005
e24	<-->	e71	6.682	.006
e24	<-->	e69	9.636	-.037
e24	<-->	e63	4.650	.005
e24	<-->	e59	5.142	-.005
e24	<-->	e58	4.439	-.005
e24	<-->	e49	4.534	-.024
e24	<-->	e46	4.039	.005
e24	<-->	e45	4.252	-.030

			M.I.	Par Change
e24	<-->	e40	8.973	-.045
e24	<-->	e25	99.831	.020
e23	<-->	govern s	6.527	.003
e23	<-->	mic c	4.872	-.002
e23	<-->	e79	6.233	.002
e23	<-->	e80	7.154	-.003
e23	<-->	e75	12.336	.005
e23	<-->	e63	8.383	.006
e23	<-->	e60	6.466	-.006
e23	<-->	e59	8.956	-.007
e23	<-->	e58	6.335	-.006
e23	<-->	e40	10.443	-.044
e23	<-->	e33	7.456	-.005
e23	<-->	e32	6.279	-.029
e23	<-->	e25	30.283	.010
e23	<-->	e24	76.969	.015
e22	<-->	govern s	37.904	-.054
e22	<-->	quality.	6.906	.028
e22	<-->	e79	6.130	-.018
e22	<-->	e80	12.161	.027
e22	<-->	e77	9.521	.057
e22	<-->	e76	5.944	.046
e22	<-->	e75	11.332	-.038
e22	<-->	e70	9.805	.260

			M.I.	Par Change
e22	<-->	e69	5.552	.196
e22	<-->	e67	5.422	.029
e22	<-->	e66	6.740	-.039
e22	<-->	e65	14.204	-.057
e22	<-->	e64	4.518	-.030
e22	<-->	e60	14.791	.069
e22	<-->	e58	5.009	.041
e22	<-->	e53	4.037	-.038
e22	<-->	e50	5.386	-.037
e22	<-->	e47	4.760	.163
e22	<-->	e35	8.489	.238
e22	<-->	e34	7.447	.225
e22	<-->	e28	4.833	-.039
e22	<-->	e26	7.593	.213
e22	<-->	e25	37.926	-.087
e22	<-->	e24	15.065	-.053
e22	<-->	e23	5.166	-.028
e21	<-->	trust.	5.818	.018
e21	<-->	e72	4.070	-.005
e21	<-->	e65	4.108	-.004
e21	<-->	e56	6.930	-.006
e21	<-->	e53	8.249	-.007
e21	<-->	e51	9.142	.005
e21	<-->	e42	4.990	-.005

			M.I.	Par Change
e21	<-->	e34	10.441	-.034
e21	<-->	e25	4.634	-.004
e21	<-->	e24	4.108	-.003
e20	<-->	advertising	7.467	-.004
e20	<-->	e65	5.054	.005
e20	<-->	e48	4.540	-.005
e20	<-->	e45	4.810	.034
e20	<-->	e28	5.708	.006
e20	<-->	e24	5.179	-.005
e20	<-->	e21	16.954	.008
e19	<-->	govern s	17.067	-.005
e19	<-->	advertising	8.798	.004
e19	<-->	patrotism	5.030	.002
e19	<-->	e80	7.998	.003
e19	<-->	e63	20.271	-.010
e19	<-->	e58	4.312	.005
e19	<-->	e57	6.128	.027
e19	<-->	e47	6.189	.027
e19	<-->	e46	8.878	-.007
e19	<-->	e45	4.619	.032
e19	<-->	e44	4.594	.031
e19	<-->	e40	5.989	.037
e19	<-->	e37	4.968	.029
e19	<-->	e33	4.943	.005
e19	<-->	e29	4.230	-.005

			M.I.	Par Change
e19	<-->	e28	5.057	-.006
e19	<-->	e25	28.274	-.011
e19	<-->	e24	19.179	-.009
e19	<-->	e23	12.621	-.006
e19	<-->	e22	15.487	.055
e18	<-->	govern s	14.487	-.006
e18	<-->	advertising	11.743	.005
e18	<-->	trust.	6.583	.025
e18	<-->	e80	7.047	.003
e18	<-->	e77	13.264	.011
e18	<-->	e76	11.414	.011
e18	<-->	e75	5.719	-.005
e18	<-->	e63	4.643	-.005
e18	<-->	e58	5.151	.007
e18	<-->	e56	7.672	.008
e18	<-->	e50	6.140	-.007
e18	<-->	e47	5.178	.029
e18	<-->	e45	6.275	.043
e18	<-->	e44	7.394	.046
e18	<-->	e42	5.168	.007
e18	<-->	e41	4.265	.038
e18	<-->	e40	8.844	.053
e18	<-->	e34	4.224	-.028
e18	<-->	e25	29.828	-.013
e18	<-->	e24	19.152	-.010

			M.I.	Par Change
e18	<-->	e23	18.248	-.009
e18	<-->	e22	51.845	.118
e18	<-->	e19	57.109	.018
e17	<-->	govern s	6.002	-.022
e17	<-->	patrotism	4.465	-.010
e17	<-->	e69	6.888	.227
e17	<-->	e65	5.480	-.037
e17	<-->	e36	5.491	.192
e17	<-->	e33	8.106	.046
e17	<-->	e25	4.140	-.030
e17	<-->	e23	7.384	-.035
e17	<-->	e22	29.224	.546
e17	<-->	e18	8.216	.049
e16	<-->	govern s	12.625	-.029
e16	<-->	e77	5.151	.040
e16	<-->	e71	5.066	-.034
e16	<-->	e70	4.686	.171
e16	<-->	e63	11.652	-.049
e16	<-->	e58	6.250	.043
e16	<-->	e57	5.182	.162
e16	<-->	e55	7.019	-.046
e16	<-->	e54	6.034	-.044
e16	<-->	e46	9.619	-.050
e16	<-->	e39	5.742	-.041
e16	<-->	e28	16.256	-.068

			M.I.	Par Change
e16	<-->	e26	4.511	.156
e16	<-->	e25	10.271	-.043
e16	<-->	e24	9.345	-.040
e16	<-->	e22	31.551	.520
e16	<-->	e20	5.492	-.033
e16	<-->	e19	19.784	.059
e16	<-->	e18	9.101	.047
e16	<-->	e17	58.598	.733
e15	<-->	mic c	7.818	.003
e15	<-->	e70	4.172	-.027
e15	<-->	e41	4.202	-.036
e14	<-->	e55	11.147	-.009
e14	<-->	e54	14.984	-.010
e14	<-->	e53	5.194	-.006
e14	<-->	e41	10.872	-.050
e14	<-->	e38	4.484	-.005
e14	<-->	e31	6.343	.028
e14	<-->	e25	5.141	-.005
e14	<-->	e24	7.594	-.005
e14	<-->	e19	12.729	.007
e14	<-->	e18	5.289	.005
e13	<-->	govern s	13.271	.005
e13	<-->	price.	4.472	.021
e13	<-->	trust.	4.673	-.020
e13	<-->	e27	4.517	-.028

			M.I.	Par Change
e13	<-->	e72	8.536	.008
e13	<-->	e67	5.746	-.005
e13	<-->	e66	4.820	.005
e13	<-->	e65	8.348	.007
e13	<-->	e64	4.899	.005
e13	<-->	e63	8.258	.007
e13	<-->	e55	20.774	.014
e13	<-->	e54	13.925	.011
e13	<-->	e53	15.720	.012
e13	<-->	e49	4.123	-.026
e13	<-->	e46	10.454	.009
e13	<-->	e42	9.709	.009
e13	<-->	e39	6.914	.008
e13	<-->	e38	8.165	.007
e13	<-->	e37	6.633	.038
e13	<-->	e26	4.739	-.027
e13	<-->	e25	9.220	.007
e13	<-->	e24	5.934	.005
e13	<-->	e22	6.906	-.042
e13	<-->	e20	7.032	.006
e13	<-->	e19	10.463	-.007
e13	<-->	e18	5.532	-.006
e13	<-->	e17	6.265	-.041
e13	<-->	e16	14.086	-.056
e12	<-->	govern s	19.011	.006

			M.I.	Par Change
e12	<-->	trust.	4.711	-.019
e12	<-->	e76	6.498	.007
e12	<-->	e72	4.571	.006
e12	<-->	e71	4.739	.005
e12	<-->	e68	7.935	-.005
e12	<-->	e66	13.163	.008
e12	<-->	e65	5.560	.005
e12	<-->	e64	4.726	.005
e12	<-->	e55	14.075	.010
e12	<-->	e54	8.261	.008
e12	<-->	e53	14.762	.011
e12	<-->	e47	7.351	-.031
e12	<-->	e46	21.339	.012
e12	<-->	e40	5.131	.037
e12	<-->	e39	10.598	.009
e12	<-->	e37	8.921	.042
e12	<-->	e34	8.809	-.037
e12	<-->	e28	4.945	.006
e12	<-->	e25	10.765	.007
e12	<-->	e22	7.130	-.040
e12	<-->	e18	6.321	-.006
e12	<-->	e17	8.090	-.044
e12	<-->	e16	19.428	-.062
e12	<-->	e13	63.018	.019
e11	<-->	advertising	5.549	.003

			M.I.	Par Change
e11	<-->	e69	4.774	.027
e11	<-->	e56	4.879	-.006
e11	<-->	e55	5.010	-.006
e11	<-->	e47	4.840	.024
e11	<-->	e41	5.278	.037
e11	<-->	e25	4.309	-.004
e11	<-->	e21	7.507	.005
e10	<-->	e72	5.209	.007
e10	<-->	e70	11.511	.047
e10	<-->	e58	4.561	.006
e10	<-->	e43	5.143	-.006
e10	<-->	e42	5.716	.007
e10	<-->	e34	6.570	-.035
e10	<-->	e33	4.872	.006
e10	<-->	e11	12.606	.008
e9	<-->	govern s	9.153	.004
e9	<-->	trust.	5.272	-.020
e9	<-->	e71	5.754	.006
e9	<-->	e69	5.580	-.030
e9	<-->	e60	5.287	-.006
e9	<-->	e58	5.499	-.006
e9	<-->	e44	4.888	.033
e9	<-->	e39	8.632	.008
e9	<-->	e28	5.495	.006
e9	<-->	e26	4.094	-.024

			M.I.	Par Change
e9	<-->	e22	5.605	-.035
e9	<-->	e18	9.387	-.008
e9	<-->	e17	6.082	-.038
e9	<-->	e16	6.299	-.035
e9	<-->	e12	12.446	.008
e8	<-->	mic c	4.275	.002
e8	<-->	e65	8.357	.007
e8	<-->	e63	8.370	.007
e8	<-->	e60	10.583	-.009
e8	<-->	e43	7.542	-.007
e8	<-->	e40	6.183	-.041
e8	<-->	e39	4.131	.006
e8	<-->	e25	7.304	.006
e8	<-->	e23	6.482	.005
e8	<-->	e22	5.797	-.037
e8	<-->	e21	7.531	-.005
e8	<-->	e20	5.314	.005
e8	<-->	e18	9.191	-.008
e8	<-->	e9	28.491	.012
e7	<-->	govern s	4.180	-.018
e7	<-->	trust.	4.658	.126
e7	<-->	e76	4.680	.041
e7	<-->	e69	11.123	.282
e7	<-->	e63	6.753	-.040
e7	<-->	e62	5.964	-.037

			M.I.	Par Change
e7	<-->	e58	18.066	.078
e7	<-->	e49	4.467	.170
e7	<-->	e26	13.869	.293
e7	<-->	e25	6.215	-.036
e7	<-->	e24	11.353	-.047
e7	<-->	e22	5.857	.240
e7	<-->	e16	6.389	.238
e7	<-->	e9	7.090	-.040
e6	<-->	mic c	12.138	-.017
e6	<-->	e79	4.901	.015
e6	<-->	e64	12.130	-.044
e6	<-->	e63	8.520	-.039
e6	<-->	e62	4.441	-.028
e6	<-->	e58	11.769	.056
e6	<-->	e54	4.540	-.036
e6	<-->	e50	5.652	-.034
e6	<-->	e46	5.850	-.037
e6	<-->	e35	4.791	.161
e6	<-->	e28	8.276	-.046
e6	<-->	e25	4.863	-.028
e6	<-->	e22	7.008	.231
e6	<-->	e19	9.855	.039
e6	<-->	e18	5.565	.035
e6	<-->	e14	5.188	.028
e6	<-->	e12	11.930	-.046

			M.I.	Par Change
e6	<-->	e8	4.855	-.030
e6	<-->	e7	9.385	.271
e5	<-->	govern s	12.941	-.005
e5	<-->	patrotism	5.316	.002
e5	<-->	e75	4.248	-.004
e5	<-->	e63	4.373	-.005
e5	<-->	e54	9.123	-.009
e5	<-->	e46	4.508	-.006
e5	<-->	e30	5.850	-.032
e5	<-->	e29	6.022	-.007
e5	<-->	e26	6.512	.031
e5	<-->	e25	4.736	-.005
e5	<-->	e24	4.882	-.005
e5	<-->	e19	11.612	.007
e5	<-->	e11	5.375	-.005
e5	<-->	e10	8.923	-.007
e5	<-->	e8	16.948	-.010
e5	<-->	e7	9.748	.048
e5	<-->	e6	44.671	.090
e4	<-->	mic c	4.519	.002
e4	<-->	trust.	5.622	-.021
e4	<-->	e77	4.653	-.006
e4	<-->	e76	4.801	-.006
e4	<-->	e63	8.415	.007
e4	<-->	e40	14.466	-.063

			M.I.	Par Change
e4	<-->	e37	5.984	-.035
e4	<-->	e34	6.669	.033
e4	<-->	e29	7.076	.007
e4	<-->	e28	18.490	.012
e4	<-->	e19	4.533	-.005
e4	<-->	e18	4.421	-.005
e4	<-->	e7	10.668	-.051
e3	<-->	govern s	6.146	.003
e3	<-->	e70	4.614	-.029
e3	<-->	e69	7.453	-.037
e3	<-->	e68	7.583	.006
e3	<-->	e55	5.301	.007
e3	<-->	e54	11.174	.010
e3	<-->	e48	5.742	-.006
e3	<-->	e28	7.581	.008
e3	<-->	e26	4.548	-.027
e3	<-->	e25	4.232	.005
e3	<-->	e24	5.482	.005
e3	<-->	e19	7.861	-.006
e3	<-->	e6	8.643	-.041
e3	<-->	e5	5.166	.006
e2	<-->	e58	6.803	-.008
e2	<-->	e41	6.971	.047
e2	<-->	e36	4.433	.027
e2	<-->	e31	4.737	.028

			M.I.	Par Change
e2	<-->	e8	9.339	.008
e2	<-->	e7	10.475	-.052
e2	<-->	e3	21.499	.012
e1	<-->	e27	4.041	-.022
e1	<-->	e65	7.449	-.006
e1	<-->	e47	5.147	-.023
e1	<-->	e46	22.003	.011
e1	<-->	e43	9.901	.007
e1	<-->	e34	4.149	.023
e1	<-->	e28	9.874	.007
e1	<-->	e23	9.688	.005
e1	<-->	e10	4.865	-.005
e1	<-->	e6	10.268	-.038
e1	<-->	e4	39.660	.013

Variances: (Group number 1 - Default model)

	M.I.	Par Change

Regression Weights: (Group number 1 - Default model)

			M.I.	Par Change
T7	<---	price.	4.273	.098
T7	<---	tF5	4.610	-.401
T7	<---	AD2	5.799	-.080
T7	<---	R3	5.761	-.079
T7	<---	R7	4.049	.066
T7	<---	R9	5.993	.078
T7	<---	tT1	8.270	-.538

			M.I.	Par Change
T7	<---	T2	15.281	-.119
T7	<---	T4	4.800	-.072
T7	<---	tT6	10.441	-.633
T7	<---	T8	22.753	.162
T7	<---	tAP2	4.099	-.394
T7	<---	tp1	4.589	-.530
tGS6	<---	tGS7	6.767	.079
tGS6	<---	ttmc4	4.488	-.061
tGS8	<---	famaily	86.394	.611
tGS8	<---	mic c	25.222	.799
tGS8	<---	quality.	89.078	.612
tGS8	<---	advertising	57.832	.667
tGS8	<---	price.	63.228	.087
tGS8	<---	trust.	75.290	.103
tGS8	<---	patrotism	30.147	.886
tGS8	<---	intetion	67.298	.695
tGS8	<---	actual	93.067	.762
tGS8	<---	T7	42.998	.053
tGS8	<---	tGS7	132.822	.487
tGS8	<---	tGS1	6.669	.113
tGS8	<---	F1	23.753	.038
tGS8	<---	F2	28.870	.042
tGS8	<---	tF3	58.339	.321
tGS8	<---	tF4	47.767	.292
tGS8	<---	tF5	29.864	.235

			M.I.	Par Change
tGS8	<---	tF6	39.278	.272
tGS8	<---	tF7	60.076	.333
tGS8	<---	tMC2	4.121	.090
tGS8	<---	ttmc3	12.414	.141
tGS8	<---	ttmc4	24.728	.200
tGS8	<---	tMC5	6.126	.107
tGS8	<---	tMC6	5.628	.100
tGS8	<---	Q1	42.970	.052
tGS8	<---	tQ2	6.366	.108
tGS8	<---	tQ6	39.431	.268
tGS8	<---	tQ7	46.016	.289
tGS8	<---	tAD8	36.873	.258
tGS8	<---	AD7	21.431	.038
tGS8	<---	tAD6	16.950	.170
tGS8	<---	AD5	19.298	.036
tGS8	<---	tAD4	21.375	.203
tGS8	<---	tAD1	31.646	.234
tGS8	<---	tR1	12.221	.147
tGS8	<---	R2	4.758	.016
tGS8	<---	R3	9.670	.023
tGS8	<---	tR4	19.561	.192
tGS8	<---	tR5	31.357	.238
tGS8	<---	R6	23.247	.037
tGS8	<---	R7	35.194	.044
tGS8	<---	R8	21.680	.033

			M.I.	Par Change
tGS8	<---	R9	13.832	.027
tGS8	<---	tT1	21.691	.200
tGS8	<---	T2	23.696	.034
tGS8	<---	T3	25.467	.041
tGS8	<---	T4	25.207	.038
tGS8	<---	tT5	13.719	.155
tGS8	<---	T8	35.926	.047
tGS8	<---	ttPI8	15.051	.158
tGS8	<---	tttPI7	26.186	.198
tGS8	<---	tPI6	26.141	.227
tGS8	<---	PI5	49.441	.048
tGS8	<---	tPI4	47.537	.300
tGS8	<---	tPI3	30.244	.233
tGS8	<---	tPI2	36.328	.258
tGS8	<---	tPI1	51.065	.302
tGS8	<---	AP6	19.208	.030
tGS8	<---	AP5	55.654	.051
tGS8	<---	tAP4	27.692	.221
tGS8	<---	tAP3	54.561	.315
tGS8	<---	tAP2	20.314	.202
tGS8	<---	tAP1	39.152	.278
tGS8	<---	tp11	9.213	.133
tGS8	<---	tp10	8.742	.127
tGS8	<---	tp9	7.139	.119
tGS8	<---	P7	13.029	.024

			M.I.	Par Change
tGS8	<---	P6	19.957	.032
tGS8	<---	tp5	13.894	.156
tGS8	<---	tp2	7.729	.121
tGS8	<---	tp1	4.120	.115
tGS7	<---	famaily	38.844	.418
tGS7	<---	mic c	14.898	.627
tGS7	<---	quality.	49.701	.467
tGS7	<---	advertising	43.088	.588
tGS7	<---	price.	39.994	.071
tGS7	<---	trust.	46.706	.083
tGS7	<---	patrotism	24.076	.809
tGS7	<---	intetion	32.317	.492
tGS7	<---	actual	49.553	.568
tGS7	<---	T7	21.251	.038
tGS7	<---	tGS8	132.723	.508
tGS7	<---	tGS2	7.111	.114
tGS7	<---	F1	24.071	.039
tGS7	<---	F2	21.583	.037
tGS7	<---	tF3	10.980	.142
tGS7	<---	tF4	19.651	.191
tGS7	<---	tF5	16.436	.178
tGS7	<---	tF6	19.952	.198
tGS7	<---	tF7	25.367	.221
tGS7	<---	ttmc3	6.430	.104
tGS7	<---	ttmc4	7.780	.114

			M.I.	Par Change
tGS7	<---	tMC6	10.929	.143
tGS7	<---	Q1	23.321	.039
tGS7	<---	tQ2	18.833	.189
tGS7	<---	tQ3	12.389	.155
tGS7	<---	tQ6	13.981	.163
tGS7	<---	tQ7	20.818	.199
tGS7	<---	tAD8	17.068	.179
tGS7	<---	AD7	13.840	.031
tGS7	<---	tAD6	17.573	.177
tGS7	<---	AD5	17.093	.035
tGS7	<---	tAD4	9.365	.138
tGS7	<---	AD3	14.295	.029
tGS7	<---	AD2	4.727	.017
tGS7	<---	tAD1	27.287	.222
tGS7	<---	tR1	14.100	.162
tGS7	<---	R2	8.439	.021
tGS7	<---	R3	7.049	.020
tGS7	<---	tR4	7.549	.122
tGS7	<---	tR5	17.244	.180
tGS7	<---	R6	14.489	.030
tGS7	<---	R7	24.329	.038
tGS7	<---	R8	15.344	.029
tGS7	<---	R9	9.961	.023
tGS7	<---	tT1	15.316	.172
tGS7	<---	T2	25.590	.036

			M.I.	Par Change
tGS7	<---	T3	6.824	.022
tGS7	<---	T4	9.076	.023
tGS7	<---	T8	35.385	.047
tGS7	<---	ttPI8	7.629	.115
tGS7	<---	tttPI7	13.310	.145
tGS7	<---	tPI6	13.224	.165
tGS7	<---	PI5	26.109	.035
tGS7	<---	tPI4	12.702	.158
tGS7	<---	tPI3	7.670	.120
tGS7	<---	tPI2	25.103	.219
tGS7	<---	tPI1	32.130	.245
tGS7	<---	AP6	11.230	.024
tGS7	<---	AP5	25.994	.036
tGS7	<---	tAP4	15.876	.171
tGS7	<---	tAP3	24.228	.215
tGS7	<---	tAP2	16.932	.188
tGS7	<---	tAP1	35.017	.269
tGS7	<---	tp11	7.600	.123
tGS7	<---	tp10	11.273	.147
tGS7	<---	tp8	4.991	.098
tGS7	<---	P7	19.308	.030
tGS7	<---	P6	16.270	.029
tGS7	<---	tp5	14.970	.166
tGS7	<---	tp2	4.290	.092
tGS5	<---	famaily	5.211	-.092

			M.I.	Par Change
tGS5	<---	mic c	7.688	-.269
tGS5	<---	quality.	11.049	-.132
tGS5	<---	advertising	8.678	-.158
tGS5	<---	price.	6.298	-.017
tGS5	<---	trust.	7.524	-.020
tGS5	<---	patrotism	6.750	-.256
tGS5	<---	actual	7.704	-.134
tGS5	<---	T7	5.211	-.011
tGS5	<---	tGS2	8.025	-.073
tGS5	<---	tGS1	6.144	-.066
tGS5	<---	tF7	5.060	-.059
tGS5	<---	tMC2	4.447	-.057
tGS5	<---	ttmc3	10.831	-.081
tGS5	<---	tMC6	5.082	-.058
tGS5	<---	Q1	4.209	-.010
tGS5	<---	tQ6	7.383	-.071
tGS5	<---	tQ7	9.764	-.081
tGS5	<---	AD5	11.798	-.017
tGS5	<---	R6	5.358	-.011
tGS5	<---	T8	5.329	-.011
tGS5	<---	PI5	13.822	-.015
tGS5	<---	tPI2	6.254	-.065
tGS5	<---	tPI1	8.672	-.076
tGS5	<---	AP6	6.718	-.011
tGS5	<---	AP5	6.492	-.011

			M.I.	Par Change
tGS5	<---	P7	7.781	-.011
tGS5	<---	P6	8.233	-.012
tGS5	<---	tp5	9.385	-.078
tGS4	<---	tGS8	9.339	-.088
tGS4	<---	tGS7	4.537	-.060
ttGS3	<---	intetion	6.253	-.161
ttGS3	<---	actual	4.033	-.121
ttGS3	<---	F1	7.990	-.017
ttGS3	<---	T3	5.096	-.014
ttGS3	<---	tttPI7	11.069	-.098
ttGS3	<---	tPI6	4.586	-.072
ttGS3	<---	PI5	7.751	-.014
ttGS3	<---	tPI1	4.704	-.070
tGS2	<---	famaily	5.348	.147
tGS2	<---	mic c	4.950	.342
tGS2	<---	advertising	15.027	.328
tGS2	<---	trust.	5.690	.027
tGS2	<---	T7	5.242	.018
tGS2	<---	tGS7	8.350	.118
tGS2	<---	F1	8.814	.022
tGS2	<---	F2	14.709	.029
tGS2	<---	tF6	5.617	.099
tGS2	<---	tF7	12.174	.145
tGS2	<---	ttmc3	6.482	.099
tGS2	<---	tMC6	16.156	.164

			M.I.	Par Change
tGS2	<---	tQ2	16.840	.169
tGS2	<---	tQ3	34.496	.244
tGS2	<---	tQ4	29.215	.222
tGS2	<---	tQ5	36.688	.245
tGS2	<---	tAD8	5.007	.092
tGS2	<---	AD7	11.483	.027
tGS2	<---	tAD6	7.182	.107
tGS2	<---	AD5	6.135	.020
tGS2	<---	AD3	43.596	.048
tGS2	<---	AD2	45.279	.050
tGS2	<---	tR1	14.462	.155
tGS2	<---	R3	9.452	.022
tGS2	<---	tR4	6.820	.110
tGS2	<---	tR5	5.859	.099
tGS2	<---	R6	8.476	.022
tGS2	<---	T4	4.845	.016
tGS2	<---	tT6	8.530	.127
tGS2	<---	tAP2	10.900	.143
tGS2	<---	tAP1	6.946	.113
tGS2	<---	tp10	5.276	.095
tGS1	<---	famaily	40.705	.359
tGS1	<---	mic c	8.209	.390
tGS1	<---	quality.	18.667	.240
tGS1	<---	advertising	22.502	.356
tGS1	<---	price.	16.902	.038

			M.I.	Par Change
tGS1	<---	trust.	14.230	.038
tGS1	<---	patrotism	12.353	.486
tGS1	<---	intetion	41.163	.465
tGS1	<---	actual	33.112	.389
tGS1	<---	T7	5.855	.017
tGS1	<---	tGS8	9.655	.115
tGS1	<---	tGS7	5.491	.085
tGS1	<---	F1	8.664	.020
tGS1	<---	F2	11.746	.023
tGS1	<---	tF3	25.061	.180
tGS1	<---	tF4	21.900	.169
tGS1	<---	tF5	26.487	.189
tGS1	<---	tF6	22.301	.176
tGS1	<---	tF7	34.250	.215
tGS1	<---	tMC1	9.987	.123
tGS1	<---	ttmc4	7.787	.096
tGS1	<---	Q1	5.379	.016
tGS1	<---	tQ6	11.252	.123
tGS1	<---	tQ7	7.146	.098
tGS1	<---	tAD8	6.897	.096
tGS1	<---	AD7	4.271	.014
tGS1	<---	tAD6	19.795	.158
tGS1	<---	AD5	7.669	.020
tGS1	<---	tAD4	5.376	.087
tGS1	<---	AD3	4.698	.014

			M.I.	Par Change
tGS1	<---	tAD1	12.555	.126
tGS1	<---	tR1	4.291	.075
tGS1	<---	tR4	17.842	.157
tGS1	<---	tR5	15.965	.145
tGS1	<---	R6	8.368	.019
tGS1	<---	R7	5.266	.015
tGS1	<---	R8	5.915	.015
tGS1	<---	T3	5.442	.016
tGS1	<---	T4	6.156	.016
tGS1	<---	tT5	6.330	.090
tGS1	<---	T8	4.179	.014
tGS1	<---	ttPI8	23.434	.169
tGS1	<---	tttPI7	39.537	.209
tGS1	<---	tPI6	18.793	.165
tGS1	<---	PI5	15.279	.023
tGS1	<---	tPI4	32.524	.212
tGS1	<---	tPI3	24.864	.181
tGS1	<---	tPI2	12.219	.128
tGS1	<---	tPI1	14.089	.136
tGS1	<---	AP6	7.758	.016
tGS1	<---	tAP4	5.989	.088
tGS1	<---	tAP3	12.833	.131
tGS1	<---	tAP2	7.616	.106
tGS1	<---	tAP1	24.096	.187
tGS1	<---	tp11	5.743	.090

			M.I.	Par Change
tGS1	<---	tp10	5.675	.087
tGS1	<---	tp9	14.606	.146
tGS1	<---	P6	4.890	.013
tGS1	<---	tp5	4.148	.073
tGS1	<---	tp3	4.377	.077
F1	<---	govern s	11.663	-1.372
F1	<---	quality.	11.886	1.008
F1	<---	advertising	12.689	1.408
F1	<---	price.	12.414	.173
F1	<---	trust.	8.046	.152
F1	<---	tGS5	8.017	-.594
F1	<---	tGS4	8.212	-.571
F1	<---	ttGS3	15.062	-.711
F1	<---	tGS1	6.704	-.513
F1	<---	F2	117.033	.385
F1	<---	tF5	13.900	-.721
F1	<---	tF6	5.808	-.471
F1	<---	tF7	5.485	-.454
F1	<---	tMC1	6.499	-.521
F1	<---	tMC6	14.747	.732
F1	<---	Q1	8.765	.106
F1	<---	tQ2	4.770	.420
F1	<---	tQ3	9.721	.605
F1	<---	tQ6	4.823	.423
F1	<---	AD7	13.309	.134

			M.I.	Par Change
F1	<---	tAD6	10.437	.602
F1	<---	AD5	10.864	.123
F1	<---	AD3	10.231	.109
F1	<---	R2	11.560	.109
F1	<---	R3	16.966	.140
F1	<---	tR5	7.082	.509
F1	<---	R6	5.900	.085
F1	<---	R8	4.704	.070
F1	<---	R9	12.019	.114
F1	<---	tT1	6.891	.508
F1	<---	T2	4.204	.065
F1	<---	T4	8.457	.099
F1	<---	PI5	6.479	.078
F1	<---	AP6	4.618	.067
F1	<---	AP5	5.035	.070
F1	<---	tp10	8.630	.567
F2	<---	govern s	6.046	-.990
F2	<---	advertising	5.747	.950
F2	<---	trust.	7.733	.149
F2	<---	tGS4	8.355	-.577
F2	<---	ttGS3	4.050	-.370
F2	<---	tGS2	4.683	.411
F2	<---	F1	110.335	.368
F2	<---	tF4	4.413	-.401
F2	<---	tF5	16.857	-.796

			M.I.	Par Change
F2	<---	tMC6	13.948	.714
F2	<---	AD7	5.905	.089
F2	<---	tAD6	4.400	.392
F2	<---	AD3	7.478	.093
F2	<---	R2	9.097	.097
F2	<---	R3	21.083	.156
F2	<---	tT1	10.881	.640
F2	<---	T2	6.556	.081
F2	<---	T4	4.568	.073
F2	<---	T8	5.726	.084
F2	<---	tttPI7	5.699	-.418
F2	<---	AP6	6.002	.076
F2	<---	P7	6.456	.077
F2	<---	tp3	4.876	-.429
tF3	<---	tGS6	6.851	-.081
tF3	<---	tGS7	7.514	-.079
tF3	<---	tGS2	9.030	-.086
tF3	<---	tF4	15.776	.114
tF3	<---	tF6	14.405	-.112
tF3	<---	tF7	4.722	-.063
tF3	<---	tQ3	7.057	-.078
tF3	<---	tAD6	5.720	-.067
tF3	<---	AD2	5.117	-.012
tF3	<---	R3	8.774	-.015
tF3	<---	R6	4.103	-.011

			M.I.	Par Change
tF3	<---	tAP1	6.357	-.076
tF3	<---	P7	4.246	-.009
tF4	<---	mic c	5.689	-.259
tF4	<---	F1	4.844	-.012
tF4	<---	F2	9.088	-.016
tF4	<---	tF3	15.054	.111
tF4	<---	tF6	4.734	-.064
tF4	<---	tMC1	6.595	-.080
tF4	<---	tQ5	5.461	-.067
tF4	<---	tQ6	4.928	-.065
tF4	<---	tAD8	4.674	-.063
tF4	<---	AD3	7.274	-.014
tF4	<---	AD2	9.677	-.016
tF4	<---	tAP2	4.774	-.067
tF5	<---	govern s	9.994	.228
tF5	<---	quality.	8.026	-.149
tF5	<---	price.	5.053	-.020
tF5	<---	trust.	6.809	-.025
tF5	<---	T7	10.493	-.021
tF5	<---	tGS5	6.962	.100
tF5	<---	tGS4	8.265	.103
tF5	<---	tGS1	9.326	.109
tF5	<---	F1	14.084	-.024
tF5	<---	F2	18.117	-.027
tF5	<---	tF6	56.851	.265

			M.I.	Par Change
tF5	<---	tMC5	7.218	.094
tF5	<---	Q1	11.016	-.021
tF5	<---	tQ5	4.734	.074
tF5	<---	tQ7	14.094	-.130
tF5	<---	tAD6	4.182	-.069
tF5	<---	AD5	5.505	-.016
tF5	<---	tAD1	7.521	-.092
tF5	<---	R9	9.229	-.018
tF5	<---	tT6	8.952	.109
tF5	<---	T8	6.284	-.016
tF5	<---	tAP1	6.649	.093
tF6	<---	govern s	5.217	.167
tF6	<---	tGS5	4.154	.078
tF6	<---	tGS2	4.149	.070
tF6	<---	tGS1	5.289	.083
tF6	<---	F1	5.507	-.015
tF6	<---	tF3	6.713	-.089
tF6	<---	tF5	53.204	.257
tF6	<---	tF7	29.655	.192
tF6	<---	Q1	6.973	-.017
tF6	<---	tQ7	5.977	-.085
tF6	<---	T4	6.348	-.016
tF6	<---	T8	6.963	-.017
tF6	<---	PI5	12.143	-.019
tF6	<---	AP6	6.250	-.014

			M.I.	Par Change
tF6	<---	tp1	6.950	-.123
tF7	<---	govern s	11.256	.228
tF7	<---	mic c	6.700	.314
tF7	<---	T7	7.085	.016
tF7	<---	tGS6	6.200	.086
tF7	<---	tGS8	6.414	.084
tF7	<---	tGS5	4.194	.073
tF7	<---	tGS4	8.215	.097
tF7	<---	ttGS3	7.303	.084
tF7	<---	tGS2	14.491	.122
tF7	<---	tGS1	13.607	.124
tF7	<---	F1	6.638	-.015
tF7	<---	tF6	37.847	.204
tF7	<---	tMC1	4.872	.076
tF7	<---	tMC2	5.750	.082
tF7	<---	Q1	4.057	-.012
tF7	<---	tAD8	7.117	.087
tF7	<---	tAD6	4.422	.066
tF7	<---	tAP2	5.750	.082
tF7	<---	tAP1	5.270	.078
tF7	<---	P6	4.946	-.012
tMC1	<---	govern s	15.875	.289
tMC1	<---	famaily	11.149	-.179
tMC1	<---	quality.	23.770	-.258
tMC1	<---	advertising	7.477	-.195

			M.I.	Par Change
tMC1	<---	price.	16.454	-.036
tMC1	<---	trust.	18.039	-.041
tMC1	<---	actual	8.264	-.185
tMC1	<---	T7	4.513	-.014
tMC1	<---	tGS6	6.224	.092
tMC1	<---	tGS8	6.918	-.093
tMC1	<---	tGS5	14.496	.145
tMC1	<---	tGS4	8.728	.106
tMC1	<---	ttGS3	11.173	.111
tMC1	<---	tGS1	14.503	.136
tMC1	<---	F1	18.486	-.027
tMC1	<---	F2	5.528	-.015
tMC1	<---	tF4	12.082	-.120
tMC1	<---	tF5	5.941	-.085
tMC1	<---	tMC2	8.207	.104
tMC1	<---	tMC5	13.005	-.127
tMC1	<---	tMC6	16.197	-.139
tMC1	<---	Q1	23.923	-.032
tMC1	<---	tQ4	5.930	.084
tMC1	<---	tQ5	5.270	.078
tMC1	<---	tQ6	7.860	-.098
tMC1	<---	tQ7	6.377	-.088
tMC1	<---	AD7	6.413	-.017
tMC1	<---	AD5	8.326	-.019
tMC1	<---	R2	5.789	-.014

			M.I.	Par Change
tMC1	<---	tR4	7.255	.096
tMC1	<---	tR5	9.903	-.109
tMC1	<---	R6	4.839	-.014
tMC1	<---	R7	8.099	-.017
tMC1	<---	R8	5.619	-.014
tMC1	<---	R9	10.747	-.019
tMC1	<---	tT1	12.143	-.122
tMC1	<---	T2	13.577	-.021
tMC1	<---	T4	9.543	-.019
tMC1	<---	T8	7.410	-.017
tMC1	<---	PI5	5.091	-.012
tMC1	<---	tPI2	15.771	-.138
tMC1	<---	tPI1	6.049	-.085
tMC1	<---	AP6	7.176	-.015
tMC1	<---	AP5	17.773	-.024
tMC1	<---	tAP3	5.748	-.083
tMC1	<---	P7	6.829	-.014
tMC1	<---	P6	7.332	-.016
tMC1	<---	tp5	4.658	-.074
tMC1	<---	tp4	5.121	.090
tMC2	<---	tMC1	9.380	.112
tMC2	<---	tMC5	4.429	-.074
tMC2	<---	tAD6	4.407	-.070
tMC2	<---	tT1	7.556	-.096
tMC2	<---	tT6	4.424	.077

			M.I.	Par Change
tMC2	<---	AP6	4.690	-.012
tMC2	<---	P7	6.602	-.014
tMC2	<---	P6	4.991	-.013
ttmc3	<---	tGS5	5.847	-.107
ttmc3	<---	tQ2	4.912	.090
ttmc3	<---	tQ3	5.316	.095
ttmc3	<---	AD3	4.406	.015
ttmc3	<---	tAD1	4.878	-.088
ttmc3	<---	R8	6.219	-.017
ttmc3	<---	PI5	5.544	-.015
ttmc4	<---	govern s	6.618	-.224
ttmc4	<---	famaily	8.276	.185
ttmc4	<---	quality.	21.196	.292
ttmc4	<---	advertising	16.492	.348
ttmc4	<---	price.	11.987	.037
ttmc4	<---	trust.	29.870	.063
ttmc4	<---	intetion	8.731	.245
ttmc4	<---	actual	16.425	.313
ttmc4	<---	T7	13.807	.029
ttmc4	<---	tGS6	10.832	-.146
ttmc4	<---	tGS8	10.921	.140
ttmc4	<---	tGS5	4.662	-.098
ttmc4	<---	ttGS3	9.579	-.123
ttmc4	<---	F1	7.121	.020
ttmc4	<---	tF4	4.412	.087

			M.I.	Par Change
ttmc4	<---	tF5	4.899	.093
ttmc4	<---	tF7	4.922	.093
ttmc4	<---	Q1	19.956	.035
ttmc4	<---	tQ6	5.051	.094
ttmc4	<---	tQ7	10.275	.134
ttmc4	<---	tAD8	13.581	.153
ttmc4	<---	AD7	11.470	.027
ttmc4	<---	tAD4	21.484	.199
ttmc4	<---	tAD1	19.207	.178
ttmc4	<---	tR5	9.325	.127
ttmc4	<---	R6	9.196	.023
ttmc4	<---	R7	5.927	.018
ttmc4	<---	tT1	10.158	.134
ttmc4	<---	T2	13.852	.025
ttmc4	<---	T3	11.764	.027
ttmc4	<---	T4	16.013	.029
ttmc4	<---	tT5	6.485	.104
ttmc4	<---	T8	23.244	.037
ttmc4	<---	tttPI7	4.899	.084
ttmc4	<---	PI5	22.052	.031
ttmc4	<---	tPI4	6.560	.109
ttmc4	<---	tPI2	8.339	.121
ttmc4	<---	tPI1	8.590	.121
ttmc4	<---	AP6	9.114	.020
ttmc4	<---	AP5	13.921	.025

			M.I.	Par Change
ttmc4	<---	tAP4	4.418	.086
ttmc4	<---	tAP3	6.473	.106
ttmc4	<---	tAP1	5.227	.099
tMC5	<---	tF5	5.671	.095
tMC5	<---	tMC1	9.008	-.127
tMC5	<---	tMC6	32.379	.224
tMC5	<---	tQ2	8.291	.114
tMC5	<---	tQ3	4.238	.082
tMC5	<---	tQ5	7.536	.107
tMC5	<---	tR1	4.312	.081
tMC5	<---	R2	19.095	.029
tMC5	<---	tttPI7	4.024	-.072
tMC5	<---	tPI6	6.345	-.104
tMC6	<---	govern s	6.010	-.215
tMC6	<---	famaily	26.525	.333
tMC6	<---	quality.	18.909	.278
tMC6	<---	advertising	12.865	.310
tMC6	<---	price.	12.767	.038
tMC6	<---	trust.	26.834	.060
tMC6	<---	patrotism	14.893	.613
tMC6	<---	intetion	10.584	.271
tMC6	<---	actual	19.463	.343
tMC6	<---	T7	9.310	.024
tMC6	<---	tGS6	4.521	-.095
tMC6	<---	tGS7	5.686	.099

			M.I.	Par Change
tMC6	<---	tGS5	7.181	-.123
tMC6	<---	ttGS3	5.574	-.094
tMC6	<---	tGS2	6.371	.104
tMC6	<---	F1	38.721	.047
tMC6	<---	F2	38.407	.048
tMC6	<---	tF3	14.328	.157
tMC6	<---	tF4	19.300	.183
tMC6	<---	tF5	5.831	.102
tMC6	<---	tF7	6.926	.111
tMC6	<---	tMC1	9.970	-.141
tMC6	<---	tMC5	28.774	.229
tMC6	<---	Q1	7.698	.022
tMC6	<---	tQ2	11.453	.142
tMC6	<---	tQ3	5.604	.100
tMC6	<---	tQ5	7.082	.110
tMC6	<---	tQ6	8.480	.122
tMC6	<---	tQ7	4.654	.090
tMC6	<---	AD7	7.170	.021
tMC6	<---	AD5	10.846	.027
tMC6	<---	AD3	5.519	.017
tMC6	<---	R2	13.768	.026
tMC6	<---	R3	11.511	.025
tMC6	<---	tR5	5.132	.095
tMC6	<---	R6	6.574	.019
tMC6	<---	R8	7.038	.019

			M.I.	Par Change
tMC6	<---	R9	6.112	.018
tMC6	<---	tT1	10.178	.135
tMC6	<---	T2	13.715	.026
tMC6	<---	T3	6.311	.020
tMC6	<---	T4	19.108	.032
tMC6	<---	T8	15.087	.030
tMC6	<---	PI5	12.895	.024
tMC6	<---	tPI4	4.235	.088
tMC6	<---	tPI3	8.779	.124
tMC6	<---	tPI2	12.871	.151
tMC6	<---	tPI1	12.429	.147
tMC6	<---	AP6	4.653	.015
tMC6	<---	AP5	20.034	.030
tMC6	<---	tAP4	8.228	.118
tMC6	<---	tAP3	5.872	.102
tMC6	<---	tAP1	4.058	.088
tMC6	<---	tp11	7.381	.117
tMC6	<---	tp10	13.530	.155
tMC6	<---	P7	29.457	.036
tMC6	<---	P6	23.148	.034
tMC6	<---	tp5	10.851	.136
Q1	<---	mic c	5.126	-1.464
Q1	<---	tF5	5.027	-.392
Q1	<---	tF6	4.741	-.385
Q1	<---	tF7	7.428	-.477

			M.I.	Par Change
Q1	<---	tMC1	9.811	-.578
Q1	<---	tMC5	4.969	-.393
Q1	<---	tQ4	9.505	-.533
Q1	<---	tQ5	25.751	-.864
Q1	<---	tAD6	5.989	-.412
Q1	<---	AD3	15.610	-.121
Q1	<---	AD2	7.712	-.086
Q1	<---	tR1	7.408	-.467
Q1	<---	R9	8.263	.085
Q1	<---	tp3	4.075	-.353
tQ2	<---	govern s	6.755	.229
tQ2	<---	mic c	8.125	.448
tQ2	<---	advertising	11.009	.288
tQ2	<---	tGS7	8.798	.124
tQ2	<---	ttGS3	5.148	.091
tQ2	<---	tGS2	19.488	.183
tQ2	<---	F1	4.529	.016
tQ2	<---	ttmc3	9.911	.125
tQ2	<---	tMC5	13.821	.159
tQ2	<---	tMC6	9.896	.132
tQ2	<---	tQ3	102.887	.432
tQ2	<---	tQ4	71.238	.354
tQ2	<---	tQ5	54.917	.306
tQ2	<---	tQ7	6.305	-.106
tQ2	<---	tAD8	4.890	.093

			M.I.	Par Change
tQ2	<---	AD7	9.598	.025
tQ2	<---	tAD6	4.089	.083
tQ2	<---	AD5	6.337	.021
tQ2	<---	AD3	36.648	.045
tQ2	<---	AD2	53.376	.055
tQ2	<---	tR1	25.119	.209
tQ2	<---	R2	32.747	.040
tQ2	<---	R3	11.354	.025
tQ2	<---	tR4	20.917	.197
tQ2	<---	R6	7.484	.021
tQ2	<---	tT6	10.345	.143
tQ2	<---	ttPI8	4.103	.081
tQ2	<---	tPI1	7.979	.118
tQ2	<---	tp9	4.869	.097
tQ2	<---	P6	6.539	.018
tQ2	<---	tp3	4.884	.094
tQ3	<---	govern s	6.124	.219
tQ3	<---	mic c	6.697	.408
tQ3	<---	advertising	10.652	.284
tQ3	<---	tGS6	7.317	.122
tQ3	<---	tGS7	6.555	.107
tQ3	<---	tGS2	37.050	.254
tQ3	<---	F1	6.052	.019
tQ3	<---	ttmc3	9.454	.122
tQ3	<---	tMC5	7.973	.121

			M.I.	Par Change
tQ3	<---	tMC6	5.481	.098
tQ3	<---	tQ2	99.389	.422
tQ3	<---	tQ4	146.068	.509
tQ3	<---	tQ5	122.300	.459
tQ3	<---	tQ7	6.073	-.104
tQ3	<---	tAD8	9.235	.128
tQ3	<---	tAD6	9.947	.129
tQ3	<---	AD5	7.200	.022
tQ3	<---	AD3	27.125	.039
tQ3	<---	AD2	39.572	.048
tQ3	<---	tR1	28.210	.222
tQ3	<---	R2	28.163	.038
tQ3	<---	R3	10.033	.024
tQ3	<---	tR4	12.378	.152
tQ3	<---	R6	5.930	.019
tQ3	<---	tT6	22.185	.210
tQ3	<---	ttPI8	4.362	.084
tQ3	<---	AP5	4.066	-.014
tQ3	<---	tAP3	4.669	-.091
tQ3	<---	tAP2	14.570	.169
tQ3	<---	tAP1	7.832	.123
tQ3	<---	tp3	7.773	.119
tQ4	<---	govern s	33.516	.523
tQ4	<---	mic c	29.671	.878
tQ4	<---	advertising	5.366	.206

			M.I.	Par Change
tQ4	<---	tGS6	19.498	.203
tQ4	<---	tGS5	20.650	.215
tQ4	<---	tGS4	14.375	.170
tQ4	<---	ttGS3	20.855	.188
tQ4	<---	tGS2	46.754	.291
tQ4	<---	tGS1	10.928	.147
tQ4	<---	tF5	5.731	.104
tQ4	<---	tF7	4.300	.090
tQ4	<---	tMC1	25.087	.230
tQ4	<---	tMC2	12.125	.157
tQ4	<---	ttmc3	9.708	.127
tQ4	<---	ttmc4	4.977	.091
tQ4	<---	tMC5	8.226	.126
tQ4	<---	tQ2	67.471	.355
tQ4	<---	tQ3	143.213	.522
tQ4	<---	tQ5	124.305	.473
tQ4	<---	AD3	40.329	.049
tQ4	<---	AD2	56.842	.058
tQ4	<---	tR1	26.359	.219
tQ4	<---	R2	31.103	.040
tQ4	<---	R3	16.665	.031
tQ4	<---	tR4	22.393	.209
tQ4	<---	R6	4.395	.016
tQ4	<---	tT6	31.036	.254
tQ4	<---	ttPI8	5.791	.099

			M.I.	Par Change
tQ4	<---	tAP3	5.738	-.104
tQ4	<---	tAP2	10.082	.144
tQ4	<---	tAP1	4.845	.099
tQ4	<---	tp9	4.748	.098
tQ4	<---	tp3	13.024	.157
tQ5	<---	govern s	21.323	.425
tQ5	<---	mic c	21.189	.756
tQ5	<---	advertising	10.963	.300
tQ5	<---	patrotism	8.791	.494
tQ5	<---	tGS6	5.900	.114
tQ5	<---	tGS5	13.614	.177
tQ5	<---	tGS4	16.472	.185
tQ5	<---	ttGS3	9.829	.132
tQ5	<---	tGS2	52.103	.313
tQ5	<---	tF5	4.744	.097
tQ5	<---	tMC1	16.266	.189
tQ5	<---	tMC2	4.197	.094
tQ5	<---	ttmc3	5.526	.097
tQ5	<---	tMC5	16.830	.183
tQ5	<---	tMC6	14.828	.168
tQ5	<---	Q1	9.755	-.026
tQ5	<---	tQ2	51.547	.316
tQ5	<---	tQ3	118.835	.485
tQ5	<---	tQ4	123.191	.487
tQ5	<---	AD7	12.597	.030

			M.I.	Par Change
tQ5	<---	tAD6	5.819	.103
tQ5	<---	AD5	7.241	.023
tQ5	<---	AD3	36.780	.047
tQ5	<---	AD2	38.770	.049
tQ5	<---	tR1	32.479	.248
tQ5	<---	R2	39.999	.047
tQ5	<---	R3	21.332	.036
tQ5	<---	tR4	17.936	.190
tQ5	<---	R6	15.114	.031
tQ5	<---	tT6	26.880	.241
tQ5	<---	ttPI8	5.857	.102
tQ5	<---	tAP2	12.545	.164
tQ5	<---	tAP1	9.921	.145
tQ5	<---	tp10	4.607	.095
tQ5	<---	tp8	4.140	.091
tQ5	<---	P7	7.295	.019
tQ5	<---	P6	4.337	.015
tQ5	<---	tp3	7.879	.125
tQ5	<---	tp2	5.228	.103
tQ6	<---	tQ7	7.293	.097
tQ6	<---	tT5	4.682	.076
tQ7	<---	tF5	5.604	-.079
tQ7	<---	tQ2	14.479	-.126
tQ7	<---	tQ3	14.438	-.127
tQ7	<---	tQ5	4.364	-.068

			M.I.	Par Change
tQ7	<---	tQ6	10.206	.106
tQ7	<---	R2	4.678	-.012
tQ7	<---	R6	8.928	-.018
tQ7	<---	tPI4	4.327	.070
tAD8	<---	govern s	8.596	.226
tAD8	<---	famaily	4.554	.121
tAD8	<---	mic c	14.792	.528
tAD8	<---	tGS8	7.199	.100
tAD8	<---	tGS5	4.596	.086
tAD8	<---	tGS4	6.451	.097
tAD8	<---	ttGS3	5.373	.081
tAD8	<---	tF5	6.626	.095
tAD8	<---	tF6	5.275	.086
tAD8	<---	tF7	10.200	.119
tAD8	<---	tMC1	9.096	.118
tAD8	<---	ttmc3	12.441	.122
tAD8	<---	ttmc4	10.732	.114
tAD8	<---	tAD4	4.722	.083
tAD8	<---	tR1	9.620	.113
tAD8	<---	tR4	5.562	.089
tAD8	<---	R9	4.612	-.014
tAD8	<---	tT6	4.350	.081
tAD8	<---	ttPI8	11.903	.121
tAD8	<---	tttPI7	4.328	.070
tAD8	<---	tAP2	6.065	.095

			M.I.	Par Change
AD7	<---	govern s	5.827	-.924
AD7	<---	tGS4	6.142	-.471
AD7	<---	ttGS3	4.745	-.380
AD7	<---	tGS1	4.237	-.388
AD7	<---	tQ5	4.937	.399
AD7	<---	tAD4	12.721	-.674
AD7	<---	tAD1	8.340	-.516
AD7	<---	tttPI7	5.951	-.406
AD7	<---	tPI6	4.143	-.388
AD7	<---	tAP2	4.595	-.412
tAD6	<---	famaily	4.673	-.110
tAD6	<---	mic c	9.388	-.377
tAD6	<---	quality.	13.851	-.187
tAD6	<---	price.	6.805	-.022
tAD6	<---	trust.	4.728	-.020
tAD6	<---	patrotism	5.391	-.290
tAD6	<---	actual	5.381	-.142
tAD6	<---	tF3	8.182	-.093
tAD6	<---	tF4	5.170	-.074
tAD6	<---	tF5	4.677	-.072
tAD6	<---	tMC2	7.835	-.097
tAD6	<---	ttmc4	12.448	-.110
tAD6	<---	tMC6	6.772	-.085
tAD6	<---	Q1	15.904	-.025
tAD6	<---	tQ7	13.674	-.122

			M.I.	Par Change
tAD6	<---	AD5	8.148	.018
tAD6	<---	R7	6.822	-.015
tAD6	<---	T8	5.215	-.014
tAD6	<---	tPI3	7.448	-.090
tAD6	<---	tAP2	4.464	-.073
tAD6	<---	P7	5.071	-.012
tAD6	<---	tp5	4.774	-.071
tAD6	<---	tp3	9.842	-.104
AD5	<---	govern s	12.133	-1.262
AD5	<---	mic c	13.746	-2.396
AD5	<---	tGS6	6.989	-.488
AD5	<---	tGS5	14.765	-.728
AD5	<---	ttGS3	5.816	-.398
AD5	<---	tGS1	4.270	-.369
AD5	<---	tMC1	10.515	-.598
AD5	<---	tMC2	7.881	-.508
AD5	<---	ttmc3	8.340	-.471
AD5	<---	ttmc4	6.496	-.416
AD5	<---	tAD6	6.479	.428
AD5	<---	tAD4	5.963	-.437
AD5	<---	tAD1	6.829	-.442
AD5	<---	tT6	10.006	-.579
AD5	<---	tAP1	4.810	-.396
AD5	<---	tp1	4.275	-.477
tAD4	<---	govern s	24.345	.402

			M.I.	Par Change
tAD4	<---	famaily	6.645	.155
tAD4	<---	mic c	32.845	.832
tAD4	<---	intetion	13.767	.287
tAD4	<---	actual	8.305	.208
tAD4	<---	tGS6	17.487	.174
tAD4	<---	tGS8	4.672	.085
tAD4	<---	tGS5	20.885	.194
tAD4	<---	tGS4	16.028	.162
tAD4	<---	ttGS3	6.619	.095
tAD4	<---	tGS1	8.749	.119
tAD4	<---	tF4	7.469	.105
tAD4	<---	tF5	5.272	.090
tAD4	<---	tMC1	29.991	.227
tAD4	<---	tMC2	16.671	.166
tAD4	<---	ttmc4	28.739	.196
tAD4	<---	tMC5	6.469	.101
tAD4	<---	AD7	8.014	-.021
tAD4	<---	AD3	4.978	-.015
tAD4	<---	tAD1	13.654	.140
tAD4	<---	tR4	4.641	.086
tAD4	<---	tT6	17.174	.170
tAD4	<---	ttPI8	14.151	.140
tAD4	<---	tttPI7	15.465	.139
tAD4	<---	tPI6	9.128	.122
tAD4	<---	PI5	4.008	.012

			M.I.	Par Change
tAD4	<---	tPI4	9.420	.122
tAD4	<---	tPI3	9.136	.117
tAD4	<---	tAP4	8.579	.112
tAD4	<---	tAP2	16.642	.167
tAD4	<---	tAP1	26.710	.210
tAD4	<---	tp4	5.474	.104
tAD4	<---	tp1	23.642	.252
AD3	<---	patrotism	7.308	2.430
AD3	<---	T7	4.018	-.090
AD3	<---	tGS7	5.474	.551
AD3	<---	tGS2	36.991	1.424
AD3	<---	ttmc3	7.348	.606
AD3	<---	tMC5	5.410	.561
AD3	<---	Q1	9.795	-.139
AD3	<---	tQ2	25.481	1.200
AD3	<---	tQ3	19.081	1.048
AD3	<---	tQ4	34.871	1.396
AD3	<---	tQ5	30.584	1.288
AD3	<---	tAD4	4.385	-.513
AD3	<---	AD2	178.878	.570
AD3	<---	tAD1	4.483	-.491
AD3	<---	tR1	19.222	1.029
AD3	<---	R2	16.387	.161
AD3	<---	R3	19.593	.186
AD3	<---	tR4	5.975	.592

			M.I.	Par Change
AD3	<---	tR5	4.946	.526
AD3	<---	R6	4.347	.090
AD3	<---	T3	6.227	-.113
AD3	<---	tT6	16.181	1.009
AD3	<---	tPI1	4.713	.511
AD3	<---	tp10	4.773	.521
AD3	<---	tp9	7.380	.673
AD3	<---	P7	4.504	.079
AD3	<---	P6	6.999	.105
AD3	<---	tp5	7.468	.638
AD3	<---	tp3	4.529	.510
AD2	<---	govern s	4.397	1.012
AD2	<---	famaily	6.399	-.900
AD2	<---	actual	5.292	-.984
AD2	<---	T7	9.222	-.132
AD2	<---	tGS2	38.732	1.416
AD2	<---	tF3	8.720	-.672
AD2	<---	tF4	11.583	-.778
AD2	<---	tF7	7.642	-.643
AD2	<---	Q1	8.148	-.123
AD2	<---	tQ2	37.434	1.413
AD2	<---	tQ3	28.278	1.239
AD2	<---	tQ4	50.379	1.631
AD2	<---	tQ5	32.057	1.281
AD2	<---	AD3	185.914	.556

			M.I.	Par Change
AD2	<---	tR1	19.046	.996
AD2	<---	R2	16.198	.155
AD2	<---	R3	18.678	.176
AD2	<---	tR4	10.660	.769
AD2	<---	R8	4.114	-.079
AD2	<---	R9	4.261	-.081
AD2	<---	T3	15.118	-.172
AD2	<---	tT6	26.449	1.253
AD2	<---	tAP4	6.229	-.566
AD2	<---	tAP3	6.613	-.594
tAD1	<---	famaily	4.966	.134
tAD1	<---	mic c	4.912	.323
tAD1	<---	quality.	31.641	.334
tAD1	<---	price.	19.206	.044
tAD1	<---	trust.	29.724	.059
tAD1	<---	intetion	5.610	.184
tAD1	<---	actual	8.548	.211
tAD1	<---	T7	17.163	.030
tAD1	<---	tGS8	5.857	.096
tAD1	<---	tGS7	6.438	.098
tAD1	<---	tF3	5.770	.093
tAD1	<---	tF7	6.092	.097
tAD1	<---	ttmc4	11.796	.126
tAD1	<---	Q1	32.791	.042
tAD1	<---	tQ3	4.048	-.079

			M.I.	Par Change
tAD1	<---	tQ5	4.142	-.078
tAD1	<---	tQ6	13.223	.142
tAD1	<---	tQ7	21.640	.181
tAD1	<---	AD7	6.203	-.019
tAD1	<---	AD5	4.252	-.016
tAD1	<---	tAD4	16.121	.162
tAD1	<---	AD3	6.009	-.017
tAD1	<---	tR5	9.341	.119
tAD1	<---	R7	9.282	.021
tAD1	<---	R8	11.859	.023
tAD1	<---	R9	8.416	.019
tAD1	<---	tT1	7.911	.111
tAD1	<---	T2	9.036	.019
tAD1	<---	T3	22.909	.036
tAD1	<---	T4	17.490	.029
tAD1	<---	tT5	19.865	.171
tAD1	<---	T8	35.395	.043
tAD1	<---	tttPI7	6.363	.090
tAD1	<---	tPI4	4.800	.087
tAD1	<---	tPI1	7.116	.103
tAD1	<---	tAP3	4.331	.081
tAD1	<---	tp1	12.166	.181
tR1	<---	famaily	9.129	.197
tR1	<---	mic c	4.793	.345
tR1	<---	advertising	10.696	.284

			M.I.	Par Change
tR1	<---	patrotism	4.401	.336
tR1	<---	intetion	6.316	.211
tR1	<---	tGS6	4.188	.092
tR1	<---	tGS7	5.178	.095
tR1	<---	tGS2	15.852	.166
tR1	<---	F1	4.775	.017
tR1	<---	tF3	7.002	.110
tR1	<---	tF4	4.664	.090
tR1	<---	tF5	10.065	.135
tR1	<---	tF6	7.649	.119
tR1	<---	tMC5	6.472	.109
tR1	<---	Q1	4.422	-.017
tR1	<---	tQ2	21.314	.195
tR1	<---	tQ3	25.057	.214
tR1	<---	tQ4	25.877	.214
tR1	<---	tQ5	31.306	.232
tR1	<---	tAD8	17.489	.176
tR1	<---	AD7	5.254	.019
tR1	<---	tAD6	8.490	.119
tR1	<---	AD3	27.271	.039
tR1	<---	AD2	30.202	.042
tR1	<---	R2	110.319	.074
tR1	<---	R3	21.443	.035
tR1	<---	tR4	7.691	.120
tR1	<---	T3	6.803	-.021

			M.I.	Par Change
tR1	<---	tT6	4.554	.095
tR1	<---	ttPI8	9.912	.127
tR1	<---	tPI3	7.636	.116
tR1	<---	tPI2	5.060	.095
tR1	<---	tPI1	9.982	.132
tR1	<---	tAP2	12.750	.158
tR1	<---	tp10	9.062	.128
R2	<---	govern s	4.979	1.174
R2	<---	famaily	7.106	1.034
R2	<---	mic c	7.067	2.495
R2	<---	advertising	7.129	1.382
R2	<---	tGS2	5.019	.556
R2	<---	F1	13.073	.166
R2	<---	F2	13.700	.173
R2	<---	tF3	4.858	.547
R2	<---	tF5	11.356	.854
R2	<---	tMC5	23.251	1.233
R2	<---	tMC6	12.597	.887
R2	<---	tQ2	29.292	1.364
R2	<---	tQ3	25.578	1.286
R2	<---	tQ4	30.797	1.391
R2	<---	tQ5	38.625	1.534
R2	<---	AD7	7.734	.134
R2	<---	AD3	22.001	.209
R2	<---	AD2	24.099	.222

			M.I.	Par Change
R2	<---	tR1	107.866	2.585
R2	<---	R3	29.807	.243
R2	<---	tR4	12.343	.903
R2	<---	R6	4.696	.099
R2	<---	tT6	8.112	.757
R2	<---	tPI1	6.395	.631
R2	<---	tp11	6.110	.639
R2	<---	tp2	8.067	.731
R3	<---	famaily	10.045	1.194
R3	<---	advertising	27.266	2.626
R3	<---	trust.	20.481	.308
R3	<---	patrotism	6.309	2.325
R3	<---	actual	12.285	1.588
R3	<---	tGS8	9.544	.765
R3	<---	tGS7	6.969	.640
R3	<---	tGS2	8.019	.682
R3	<---	F1	24.686	.221
R3	<---	F2	28.685	.243
R3	<---	tF5	4.114	.499
R3	<---	ttmc3	5.934	.561
R3	<---	ttmc4	5.906	.559
R3	<---	tMC6	13.757	.900
R3	<---	tQ2	13.058	.884
R3	<---	tQ3	11.290	.830
R3	<---	tQ4	17.659	1.023

			M.I.	Par Change
R3	<---	tQ5	20.830	1.094
R3	<---	tAD8	8.631	.716
R3	<---	AD7	20.211	.210
R3	<---	tAD6	16.612	.967
R3	<---	AD5	10.086	.150
R3	<---	AD3	30.152	.237
R3	<---	AD2	30.958	.244
R3	<---	tAD1	4.512	.507
R3	<---	tR1	19.595	1.070
R3	<---	R2	27.857	.216
R3	<---	tR4	27.101	1.299
R3	<---	tR5	5.302	.561
R3	<---	R6	21.004	.203
R3	<---	R8	13.933	-.153
R3	<---	R9	14.000	-.156
R3	<---	tT1	21.026	1.130
R3	<---	T2	14.966	.155
R3	<---	T4	28.941	.233
R3	<---	T8	10.714	.147
R3	<---	tPI4	5.138	.565
R3	<---	tPI2	7.965	.691
R3	<---	tPI1	11.205	.811
R3	<---	AP6	4.359	.083
R3	<---	AP5	7.279	.107
R3	<---	tAP3	6.105	.605

			M.I.	Par Change
R3	<---	tAP2	7.276	.692
R3	<---	tAP1	13.772	.946
R3	<---	tp10	6.409	.622
R3	<---	P7	5.360	.089
R3	<---	tp5	6.431	.610
R3	<---	tp4	6.662	-.724
tR4	<---	govern s	35.457	.519
tR4	<---	famaily	12.254	.225
tR4	<---	mic c	30.589	.859
tR4	<---	advertising	18.366	.367
tR4	<---	trust.	6.007	.028
tR4	<---	patrotism	26.317	.809
tR4	<---	intetion	14.899	.319
tR4	<---	actual	13.053	.279
tR4	<---	tGS6	12.283	.156
tR4	<---	tGS8	10.609	.137
tR4	<---	tGS5	20.108	.204
tR4	<---	tGS4	14.453	.164
tR4	<---	ttGS3	31.055	.221
tR4	<---	tGS2	18.030	.174
tR4	<---	tGS1	34.861	.253
tR4	<---	F2	6.075	.019
tR4	<---	tF3	5.946	.100
tR4	<---	tF4	5.507	.097
tR4	<---	tF5	9.897	.132

			M.I.	Par Change
tR4	<---	tF7	10.318	.135
tR4	<---	tMC1	30.287	.244
tR4	<---	tMC2	8.425	.126
tR4	<---	ttmc3	8.772	.116
tR4	<---	tQ2	19.619	.185
tR4	<---	tQ3	11.377	.142
tR4	<---	tQ4	22.302	.196
tR4	<---	tQ5	16.384	.165
tR4	<---	tAD8	16.797	.170
tR4	<---	tAD6	13.341	.148
tR4	<---	AD5	4.370	.017
tR4	<---	tAD4	10.533	.140
tR4	<---	AD3	11.857	.025
tR4	<---	AD2	20.624	.034
tR4	<---	tAD1	6.561	.104
tR4	<---	tR1	7.330	.112
tR4	<---	R2	12.031	.024
tR4	<---	R3	28.266	.039
tR4	<---	tR5	6.327	.104
tR4	<---	R6	4.096	.015
tR4	<---	R8	6.808	-.018
tR4	<---	R9	8.725	-.021
tR4	<---	tT1	7.092	.112
tR4	<---	tT5	14.843	.157
tR4	<---	tT6	25.685	.223

			M.I.	Par Change
tR4	<---	ttPI8	12.827	.142
tR4	<---	tttPI7	9.750	.118
tR4	<---	tPI6	8.940	.130
tR4	<---	tPI4	10.475	.137
tR4	<---	tPI3	7.288	.112
tR4	<---	tPI1	4.410	.087
tR4	<---	tAP2	15.216	.170
tR4	<---	tAP1	20.540	.197
tR4	<---	tp11	12.467	.151
tR4	<---	tp10	8.354	.121
tR4	<---	tp9	26.527	.224
tR4	<---	tp8	19.784	.188
tR4	<---	P7	6.449	.017
tR4	<---	P6	5.551	.016
tR4	<---	tp4	4.610	.103
tR4	<---	tp3	8.751	.124
tR4	<---	tp2	8.366	.123
tR4	<---	tp1	8.073	.158
tR5	<---	famaily	6.850	.147
tR5	<---	mic c	4.024	.273
tR5	<---	advertising	6.855	.197
tR5	<---	trust.	7.360	.028
tR5	<---	patrotism	5.511	.325
tR5	<---	actual	7.041	.180
tR5	<---	tGS2	5.569	.085

			M.I.	Par Change
tR5	<---	tGS1	6.392	.095
tR5	<---	F1	5.150	.015
tR5	<---	tF3	6.151	.089
tR5	<---	tF4	6.203	.090
tR5	<---	ttmc4	4.493	.073
tR5	<---	tAD8	5.577	.086
tR5	<---	AD3	12.057	.022
tR5	<---	AD2	4.042	.013
tR5	<---	R3	8.737	.019
tR5	<---	tR4	9.995	.118
tR5	<---	R6	13.495	.024
tR5	<---	R8	7.077	-.016
tR5	<---	T2	5.491	.014
tR5	<---	T4	7.856	.018
tR5	<---	tT5	7.177	.096
tR5	<---	tPI3	4.548	.077
tR5	<---	tAP2	13.354	.140
tR5	<---	tAP1	8.959	.114
tR5	<---	tp11	4.730	.082
tR5	<---	tp9	7.936	.107
R6	<---	advertising	7.005	1.158
R6	<---	trust.	4.198	.121
R6	<---	actual	4.681	.853
R6	<---	tGS2	7.679	.581
R6	<---	ttmc4	4.565	.428

			M.I.	Par Change
R6	<---	tQ2	5.861	.515
R6	<---	tQ3	4.154	.438
R6	<---	tQ4	4.116	.430
R6	<---	tQ5	14.471	.793
R6	<---	tAD6	7.664	.571
R6	<---	AD3	9.393	.115
R6	<---	AD2	5.319	.088
R6	<---	tR1	4.747	.458
R6	<---	R2	6.058	.088
R6	<---	R3	28.997	.202
R6	<---	tR4	5.422	.505
R6	<---	tR5	11.306	.712
R6	<---	R9	9.185	-.110
R6	<---	T2	4.675	.075
R6	<---	T4	9.516	.116
R6	<---	tPI4	4.202	.444
R6	<---	tPI2	6.880	.559
R6	<---	tAP2	10.169	.711
R6	<---	tAP1	12.323	.778
R7	<---	tGS2	6.106	-.446
R7	<---	tMC6	6.866	-.476
R7	<---	R2	4.647	-.066
R8	<---	advertising	4.876	-.859
R8	<---	tF4	4.421	-.394
R8	<---	ttmc3	9.993	-.563

			M.I.	Par Change
R8	<---	tQ2	4.841	-.417
R8	<---	tQ4	6.668	-.487
R8	<---	tQ6	4.484	-.401
R8	<---	tAD8	9.244	-.574
R8	<---	AD7	8.111	-.103
R8	<---	AD3	6.126	-.083
R8	<---	AD2	7.098	-.090
R8	<---	tR1	9.707	-.583
R8	<---	R2	9.299	-.097
R8	<---	R3	38.025	-.206
R8	<---	tR4	17.814	-.815
R8	<---	tR5	11.723	-.646
R8	<---	R6	5.930	-.083
R8	<---	R9	28.183	.172
R8	<---	T4	7.839	-.094
R9	<---	govern s	7.509	-1.094
R9	<---	famaily	4.275	-.608
R9	<---	mic c	7.488	-1.949
R9	<---	advertising	12.345	-1.380
R9	<---	trust.	4.737	-.116
R9	<---	patrotism	12.643	-2.571
R9	<---	intetion	6.207	-.945
R9	<---	actual	7.449	-.966
R9	<---	tGS6	4.126	-.413
R9	<---	tGS8	6.489	-.493

			M.I.	Par Change
R9	<---	tGS4	5.073	-.446
R9	<---	tGS2	4.464	-.398
R9	<---	tGS1	12.393	-.693
R9	<---	tF5	9.223	-.584
R9	<---	tMC1	4.487	-.430
R9	<---	ttmc3	5.201	-.410
R9	<---	ttmc4	5.293	-.414
R9	<---	Q1	5.203	.082
R9	<---	tAD8	23.315	-.919
R9	<---	tAD6	7.014	-.491
R9	<---	AD3	8.101	-.096
R9	<---	AD2	9.118	-.103
R9	<---	R2	5.702	-.076
R9	<---	R3	34.331	-.198
R9	<---	tR4	20.514	-.883
R9	<---	tR5	5.083	-.429
R9	<---	R6	16.316	-.140
R9	<---	R8	25.322	.162
R9	<---	tT1	7.551	-.529
R9	<---	T2	5.036	-.070
R9	<---	tPI4	13.950	-.727
R9	<---	tPI2	9.099	-.577
R9	<---	tPI1	8.796	-.561
R9	<---	tAP2	6.346	-.505
R9	<---	tAP1	14.551	-.759

			M.I.	Par Change
R9	<---	tp11	11.908	-.677
R9	<---	tp10	15.043	-.745
R9	<---	tp9	10.595	-.648
R9	<---	P7	6.899	-.079
R9	<---	tp3	8.798	-.571
tT1	<---	govern s	4.172	.153
tT1	<---	patrotism	18.375	.583
tT1	<---	T7	7.380	-.018
tT1	<---	F2	4.799	.015
tT1	<---	tQ7	4.830	-.079
tT1	<---	AD2	4.056	.013
tT1	<---	R3	7.342	.017
tT1	<---	R9	5.135	-.014
tT1	<---	T2	29.944	.032
tT1	<---	T8	9.398	-.020
tT1	<---	tPI2	4.488	.076
tT1	<---	AP6	8.830	.017
tT1	<---	tp11	8.343	.107
tT1	<---	tp10	15.604	.143
tT1	<---	tp9	12.823	.134
tT1	<---	tp8	6.896	.095
tT1	<---	P7	7.214	.015
tT1	<---	P6	13.493	.022
tT1	<---	tp5	13.766	.131
tT1	<---	tp3	4.136	.074

			M.I.	Par Change
tT1	<---	tp2	7.261	.099
T2	<---	T7	16.071	-.159
T2	<---	tT1	35.292	1.257
T2	<---	T4	12.729	.132
T2	<---	T8	12.196	-.134
T2	<---	tp10	5.202	.481
T2	<---	tp9	4.453	.462
T3	<---	tGS2	4.612	-.390
T3	<---	tQ3	4.288	-.385
T3	<---	AD3	8.159	-.093
T3	<---	AD2	14.198	-.124
T3	<---	tR1	10.136	-.579
T3	<---	tR4	5.865	-.455
T3	<---	R8	4.049	.062
T3	<---	tAP3	4.057	.371
T3	<---	tp9	5.116	-.434
T3	<---	tp8	5.034	-.418
T4	<---	T7	4.572	-.081
T4	<---	R3	13.758	.132
T4	<---	R7	4.486	-.075
T4	<---	R8	5.976	-.082
T4	<---	T2	11.528	.112
T4	<---	tp5	7.021	-.523
tT5	<---	govern s	11.594	.287
tT5	<---	mic c	4.719	.327

			M.I.	Par Change
tT5	<---	patrotism	5.406	-.355
tT5	<---	tGS6	5.143	.098
tT5	<---	tGS5	11.072	.147
tT5	<---	tGS4	6.723	.109
tT5	<---	ttGS3	11.355	.130
tT5	<---	tGS1	6.859	.109
tT5	<---	tQ6	4.025	.081
tT5	<---	tAD1	5.289	.091
tT5	<---	tR4	11.210	.138
tT5	<---	tT6	6.704	.110
tT5	<---	tp10	7.481	-.111
tT5	<---	tp8	4.946	-.091
tT5	<---	P7	7.787	-.018
tT5	<---	P6	7.340	-.018
tT5	<---	tp5	10.085	-.126
tT6	<---	govern s	50.262	.606
tT6	<---	mic c	46.167	1.035
tT6	<---	patrotism	17.800	.653
tT6	<---	intetion	4.700	.176
tT6	<---	T7	5.588	-.018
tT6	<---	tGS6	22.357	.206
tT6	<---	tGS5	29.442	.242
tT6	<---	tGS4	29.508	.230
tT6	<---	ttGS3	37.620	.239
tT6	<---	tGS2	27.282	.210

			M.I.	Par Change
tT6	<---	tGS1	16.301	.170
tT6	<---	tF5	9.042	.124
tT6	<---	tMC1	23.853	.212
tT6	<---	tMC2	27.684	.225
tT6	<---	ttmc3	7.694	.107
tT6	<---	ttmc4	13.632	.142
tT6	<---	tMC5	14.834	.160
tT6	<---	tQ2	10.630	.133
tT6	<---	tQ3	22.461	.196
tT6	<---	tQ4	31.261	.227
tT6	<---	tQ5	26.636	.207
tT6	<---	tAD8	7.020	.108
tT6	<---	tAD4	20.036	.189
tT6	<---	AD3	18.412	.031
tT6	<---	AD2	28.251	.039
tT6	<---	tR1	5.680	.096
tT6	<---	R2	9.577	.021
tT6	<---	tR4	28.334	.222
tT6	<---	tR5	5.343	.094
tT6	<---	tT5	5.288	.092
tT6	<---	T8	4.414	-.016
tT6	<---	ttPI8	8.104	.111
tT6	<---	tttPI7	4.584	.080
tT6	<---	tPI3	9.603	.126
tT6	<---	AP5	5.727	-.016

			M.I.	Par Change
tT6	<---	tAP1	4.902	.094
tT6	<---	tp10	5.016	.092
tT6	<---	tp9	17.481	.178
tT6	<---	tp8	8.134	.118
tT6	<---	tp5	8.986	.120
tT6	<---	tp4	29.477	.254
tT6	<---	tp3	19.600	.182
tT6	<---	tp2	9.096	.126
tT6	<---	tp1	19.025	.238
T8	<---	govern s	11.558	-1.273
T8	<---	T7	28.814	.181
T8	<---	tGS6	10.943	-.631
T8	<---	tGS7	4.712	.385
T8	<---	tGS5	9.000	-.587
T8	<---	tGS4	6.356	-.468
T8	<---	ttGS3	8.152	-.487
T8	<---	tGS1	5.028	-.414
T8	<---	tF6	5.152	-.414
T8	<---	tMC5	5.308	-.419
T8	<---	AD7	4.286	.071
T8	<---	tAD1	11.628	.596
T8	<---	tT1	13.338	-.659
T8	<---	T2	14.685	-.113
T8	<---	tT6	10.444	-.611
T8	<---	ttPI8	5.186	-.389

			M.I.	Par Change
T8	<---	tAP2	4.221	-.386
T8	<---	P7	7.429	.077
ttPI8	<---	govern s	27.592	.360
ttPI8	<---	mic c	6.150	.303
ttPI8	<---	quality.	7.850	-.140
ttPI8	<---	trust.	6.910	-.024
ttPI8	<---	tGS6	18.291	.150
ttPI8	<---	tGS8	6.878	-.087
ttPI8	<---	tGS5	24.723	.178
ttPI8	<---	tGS4	19.680	.151
ttPI8	<---	ttGS3	13.269	.114
ttPI8	<---	tGS1	9.533	.104
ttPI8	<---	tMC1	6.817	.091
ttPI8	<---	tMC2	5.643	.081
ttPI8	<---	Q1	8.068	-.017
ttPI8	<---	tQ3	5.324	.076
ttPI8	<---	tQ4	4.905	.072
ttPI8	<---	tQ5	7.273	.087
ttPI8	<---	tQ6	5.601	-.078
ttPI8	<---	tQ7	8.499	-.096
ttPI8	<---	tAD8	4.763	.071
ttPI8	<---	tT6	4.763	.076
ttPI8	<---	T8	10.488	-.019
ttPI8	<---	tttPI7	33.660	.173
ttPI8	<---	tPI6	11.665	.117

			M.I.	Par Change
ttPI8	<---	PI5	23.866	-.026
ttPI8	<---	tPI2	13.567	-.121
ttPI8	<---	tPI1	21.035	-.149
ttPI8	<---	AP6	6.004	-.013
ttPI8	<---	AP5	10.691	-.017
ttPI8	<---	tAP3	6.121	-.081
ttPI8	<---	P7	5.475	-.012
ttPI8	<---	tp5	4.027	-.065
tttPI7	<---	quality.	8.276	-.139
tttPI7	<---	advertising	7.155	-.175
tttPI7	<---	trust.	10.402	-.029
tttPI7	<---	patrotism	4.696	-.261
tttPI7	<---	actual	4.909	-.131
tttPI7	<---	tGS5	4.245	.072
tttPI7	<---	tGS1	8.179	.094
tttPI7	<---	F2	10.220	-.019
tttPI7	<---	tMC5	5.082	-.073
tttPI7	<---	tMC6	4.669	-.068
tttPI7	<---	Q1	7.707	-.017
tttPI7	<---	tQ7	4.207	-.065
tttPI7	<---	AD7	9.672	-.019
tttPI7	<---	AD5	6.575	-.016
tttPI7	<---	AD3	6.841	-.015
tttPI7	<---	R3	8.997	-.017
tttPI7	<---	tT1	9.690	-.100

			M.I.	Par Change
tttPI7	<---	T2	6.934	-.014
tttPI7	<---	T8	10.091	-.019
tttPI7	<---	ttPI8	43.249	.200
tttPI7	<---	tPI6	29.860	.181
tttPI7	<---	PI5	9.505	-.016
tttPI7	<---	tPI2	9.248	-.097
tttPI7	<---	tPI1	13.531	-.116
tttPI7	<---	AP6	5.250	-.012
tttPI7	<---	AP5	12.693	-.018
tttPI7	<---	tAP3	10.471	-.103
tttPI7	<---	P7	14.499	-.019
tttPI7	<---	P6	4.123	-.011
tttPI7	<---	tp5	8.437	-.091
tPI6	<---	famaily	4.817	-.098
tPI6	<---	quality.	12.287	-.155
tPI6	<---	advertising	9.212	-.181
tPI6	<---	price.	7.587	-.020
tPI6	<---	trust.	14.434	-.031
tPI6	<---	actual	4.768	-.117
tPI6	<---	tGS5	9.584	.098
tPI6	<---	tF4	6.240	-.072
tPI6	<---	ttmc4	8.370	-.079
tPI6	<---	tMC5	10.875	-.097
tPI6	<---	tMC6	8.064	-.082
tPI6	<---	Q1	8.520	-.016

			M.I.	Par Change
tPI6	<---	tQ7	4.961	-.065
tPI6	<---	AD7	7.876	-.016
tPI6	<---	R3	10.484	-.017
tPI6	<---	R6	5.789	-.013
tPI6	<---	R7	4.767	-.011
tPI6	<---	R8	4.620	-.010
tPI6	<---	tT1	17.637	-.123
tPI6	<---	T2	16.781	-.019
tPI6	<---	ttPI8	13.075	.100
tPI6	<---	tttPI7	26.049	.135
tPI6	<---	tPI2	6.069	-.072
tPI6	<---	tPI1	12.879	-.103
tPI6	<---	AP6	11.063	-.016
tPI6	<---	tAP3	5.688	-.069
tPI6	<---	tp1	6.221	.096
PI5	<---	govern s	55.871	-3.520
PI5	<---	famaily	7.822	.970
PI5	<---	mic c	4.497	-1.781
PI5	<---	quality.	35.628	2.045
PI5	<---	advertising	19.459	2.043
PI5	<---	price.	20.512	.261
PI5	<---	trust.	31.241	.350
PI5	<---	actual	11.385	1.408
PI5	<---	T7	18.219	.181
PI5	<---	tGS6	30.973	-1.336

			M.I.	Par Change
PI5	<---	tGS8	8.249	.655
PI5	<---	tGS7	5.413	.520
PI5	<---	tGS5	54.987	-1.825
PI5	<---	tGS4	28.276	-1.242
PI5	<---	ttGS3	40.253	-1.362
PI5	<---	tGS2	4.653	-.479
PI5	<---	tGS1	11.210	-.777
PI5	<---	F1	16.084	.164
PI5	<---	F2	11.644	.142
PI5	<---	tF3	7.318	.601
PI5	<---	tF4	11.369	.752
PI5	<---	tMC1	6.488	-.610
PI5	<---	ttmc3	6.441	-.538
PI5	<---	ttmc4	5.515	.498
PI5	<---	tMC5	5.636	-.543
PI5	<---	Q1	21.833	.197
PI5	<---	tQ5	4.765	-.482
PI5	<---	tQ6	10.321	.725
PI5	<---	tQ7	25.368	1.133
PI5	<---	AD7	12.280	.151
PI5	<---	tAD6	10.958	.723
PI5	<---	AD5	18.141	.186
PI5	<---	tAD1	4.581	.470
PI5	<---	R7	4.945	.088
PI5	<---	R8	23.857	.185

			M.I.	Par Change
PI5	<---	R9	22.655	.183
PI5	<---	tT1	4.211	.466
PI5	<---	T2	7.528	.101
PI5	<---	T3	11.727	.147
PI5	<---	T4	7.631	.110
PI5	<---	tT6	6.066	-.586
PI5	<---	T8	29.968	.226
PI5	<---	ttPI8	16.225	-.865
PI5	<---	tttPI7	5.029	-.459
PI5	<---	tPI2	7.391	.613
PI5	<---	tPI1	36.483	1.348
PI5	<---	AP6	37.751	.224
PI5	<---	AP5	37.480	.223
PI5	<---	tAP3	12.531	.798
PI5	<---	P7	4.774	.077
PI5	<---	P6	4.793	.082
tPI4	<---	tMC1	4.026	.061
tPI4	<---	tMC5	5.362	.067
tPI4	<---	tQ2	5.397	-.067
tPI4	<---	tQ5	8.418	-.081
tPI4	<---	tQ7	6.901	.075
tPI4	<---	tR1	4.364	-.059
tPI4	<---	T3	5.773	.013
tPI4	<---	tPI3	9.077	.086
tPI4	<---	tp11	6.175	.073

			M.I.	Par Change
tPI3	<---	govern s	6.642	.183
tPI3	<---	advertising	6.177	-.173
tPI3	<---	trust.	4.185	-.019
tPI3	<---	ttGS3	8.007	.092
tPI3	<---	tGS2	4.290	.069
tPI3	<---	tGS1	5.595	.083
tPI3	<---	tAD6	8.742	-.097
tPI3	<---	AD5	5.839	-.016
tPI3	<---	tAD1	4.395	-.069
tPI3	<---	T3	5.055	-.015
tPI3	<---	tT6	6.168	.089
tPI3	<---	T8	5.503	-.015
tPI3	<---	tPI4	5.819	.083
tPI3	<---	tAP2	4.507	.076
tPI3	<---	tp8	4.758	.075
tPI2	<---	govern s	19.587	-.300
tPI2	<---	quality.	11.103	.164
tPI2	<---	advertising	15.419	.262
tPI2	<---	price.	6.236	.021
tPI2	<---	trust.	14.547	.034
tPI2	<---	patrotism	5.192	.279
tPI2	<---	actual	5.761	.144
tPI2	<---	tGS6	9.409	-.106
tPI2	<---	tGS5	18.523	-.152
tPI2	<---	tGS4	15.463	-.132

			M.I.	Par Change
tPI2	<---	ttGS3	9.009	-.093
tPI2	<---	tGS1	9.565	-.103
tPI2	<---	F1	4.452	.012
tPI2	<---	tMC1	15.522	-.136
tPI2	<---	Q1	14.182	.023
tPI2	<---	tQ2	5.117	.073
tPI2	<---	AD7	10.757	.020
tPI2	<---	tAD6	11.317	.106
tPI2	<---	AD5	17.210	.026
tPI2	<---	AD3	8.981	.017
tPI2	<---	AD2	9.862	.018
tPI2	<---	R3	6.017	.014
tPI2	<---	tR5	4.188	.066
tPI2	<---	R6	9.193	.018
tPI2	<---	R7	4.280	.012
tPI2	<---	tT1	14.558	.125
tPI2	<---	T2	9.453	.016
tPI2	<---	tT6	5.896	-.083
tPI2	<---	T8	7.813	.017
tPI2	<---	ttPI8	12.150	-.108
tPI2	<---	tttPI7	6.446	-.075
tPI2	<---	tPI6	4.849	-.074
tPI2	<---	PI5	9.736	.016
tPI2	<---	tPI1	40.246	.204
tPI2	<---	AP6	4.729	.011

			M.I.	Par Change
tPI2	<---	AP5	21.953	.025
tPI2	<---	tAP3	14.922	.125
tPI2	<---	tp11	7.297	.090
tPI2	<---	P7	7.390	.014
tPI2	<---	P6	13.046	.020
tPI2	<---	tp5	14.646	.122
tPI1	<---	govern s	20.840	-.361
tPI1	<---	quality.	10.576	.187
tPI1	<---	advertising	22.438	.368
tPI1	<---	price.	4.201	.020
tPI1	<---	trust.	23.542	.051
tPI1	<---	actual	6.289	.176
tPI1	<---	T7	16.070	.029
tPI1	<---	tGS6	8.683	-.119
tPI1	<---	tGS8	12.325	.134
tPI1	<---	tGS7	10.958	.124
tPI1	<---	tGS5	22.026	-.194
tPI1	<---	tGS4	13.375	-.143
tPI1	<---	ttGS3	15.154	-.140
tPI1	<---	F1	4.997	.015
tPI1	<---	F2	4.911	.016
tPI1	<---	tMC1	4.950	-.089
tPI1	<---	Q1	8.819	.021
tPI1	<---	tQ2	11.397	.128
tPI1	<---	AD7	16.368	.029

			M.I.	Par Change
tPI1	<---	tAD6	11.317	.123
tPI1	<---	AD5	20.520	.033
tPI1	<---	AD3	12.467	.024
tPI1	<---	AD2	15.321	.027
tPI1	<---	tAD1	13.820	.137
tPI1	<---	tR1	7.258	.101
tPI1	<---	R2	6.004	.015
tPI1	<---	R3	8.872	.020
tPI1	<---	R7	4.273	.014
tPI1	<---	tT1	12.273	.133
tPI1	<---	T2	7.438	.017
tPI1	<---	T3	6.378	.018
tPI1	<---	T4	8.902	.020
tPI1	<---	T8	18.431	.030
tPI1	<---	ttPI8	12.740	-.129
tPI1	<---	tttPI7	6.378	-.087
tPI1	<---	tPI6	6.959	-.104
tPI1	<---	PI5	32.505	.034
tPI1	<---	tPI2	27.218	.198
tPI1	<---	AP6	13.005	.022
tPI1	<---	AP5	13.739	.023
tPI1	<---	tAP3	9.940	.119
tPI1	<---	tp9	4.393	-.083
tPI1	<---	tp8	4.356	-.080
AP6	<---	govern s	20.080	-2.190

			M.I.	Par Change
AP6	<---	mic c	8.888	-2.598
AP6	<---	patrotism	4.782	-1.935
AP6	<---	tGS6	11.736	-.853
AP6	<---	tGS5	17.547	-1.070
AP6	<---	tGS4	9.006	-.727
AP6	<---	ttGS3	13.250	-.811
AP6	<---	tGS1	4.898	-.533
AP6	<---	tF6	4.036	-.478
AP6	<---	tMC1	7.398	-.676
AP6	<---	tMC2	8.606	-.716
AP6	<---	tMC5	6.890	-.623
AP6	<---	R7	5.997	.101
AP6	<---	tT1	9.409	.723
AP6	<---	ttPI8	4.877	-.492
AP6	<---	tPI6	6.709	-.630
AP6	<---	PI5	12.721	.133
AP6	<---	AP5	31.211	.211
AP6	<---	tAP2	4.559	-.524
AP6	<---	tAP1	4.789	-.533
AP6	<---	tp10	5.412	-.547
AP6	<---	tp9	9.720	-.760
AP6	<---	tp4	4.833	-.589
AP5	<---	govern s	24.303	-2.207
AP5	<---	mic c	9.886	-2.510
AP5	<---	tGS6	18.121	-.971

			M.I.	Par Change
AP5	<---	tGS8	4.531	.461
AP5	<---	tGS5	19.301	-1.028
AP5	<---	tGS4	10.087	-.705
AP5	<---	ttGS3	13.652	-.754
AP5	<---	tGS2	5.978	-.516
AP5	<---	tGS1	18.478	-.948
AP5	<---	tMC1	17.548	-.954
AP5	<---	tMC2	6.035	-.549
AP5	<---	Q1	4.318	.083
AP5	<---	tQ3	6.064	-.532
AP5	<---	tQ4	5.558	-.503
AP5	<---	tAD4	6.939	-.582
AP5	<---	tR4	5.326	-.504
AP5	<---	tT6	16.820	-.927
AP5	<---	T8	5.844	.095
AP5	<---	ttPI8	8.531	-.596
AP5	<---	tttPI7	7.050	-.517
AP5	<---	PI5	14.258	.129
AP5	<---	tPI3	6.032	-.522
AP5	<---	tPI2	5.175	.488
AP5	<---	AP6	40.934	.222
AP5	<---	tAP2	10.274	-.720
AP5	<---	tAP1	11.546	-.758
AP5	<---	tp9	5.244	-.511
tAP4	<---	govern s	5.644	.181

			M.I.	Par Change
tAP4	<---	mic c	5.298	.313
tAP4	<---	tGS6	7.845	.109
tAP4	<---	tMC1	6.178	.096
tAP4	<---	R2	5.598	-.014
tAP4	<---	R6	5.454	-.015
tAP3	<---	govern s	4.606	-.142
tAP3	<---	tGS4	5.788	-.079
tAP3	<---	tQ3	11.045	-.106
tAP3	<---	tQ4	14.988	-.122
tAP3	<---	tQ5	5.157	-.070
tAP3	<---	R2	11.299	-.018
tAP3	<---	tR5	4.309	-.065
tAP3	<---	T3	4.752	.013
tAP3	<---	tPI2	5.604	.075
tAP3	<---	P6	4.106	.011
tAP2	<---	govern s	27.177	.399
tAP2	<---	mic c	14.096	.512
tAP2	<---	T7	6.462	-.018
tAP2	<---	tGS6	14.958	.151
tAP2	<---	tGS5	18.153	.170
tAP2	<---	tGS4	20.345	.171
tAP2	<---	ttGS3	14.394	.132
tAP2	<---	tGS2	20.018	.161
tAP2	<---	tGS1	7.190	.101
tAP2	<---	tF5	4.574	.079

			M.I.	Par Change
tAP2	<---	tF6	7.338	.101
tAP2	<---	tF7	4.245	.076
tAP2	<---	tMC1	16.927	.160
tAP2	<---	ttmc3	9.181	.104
tAP2	<---	tQ3	19.694	.164
tAP2	<---	tQ4	13.556	.134
tAP2	<---	tQ5	15.784	.143
tAP2	<---	tAD4	7.483	.103
tAP2	<---	tR1	10.253	.116
tAP2	<---	tR4	7.448	.102
tAP2	<---	tR5	7.306	.099
tAP2	<---	R6	6.716	.017
tAP2	<---	T8	6.326	-.017
tAP2	<---	ttPI8	8.229	.100
tAP2	<---	tttPI7	5.569	.079
tAP2	<---	tPI3	7.469	.099
tAP2	<---	AP6	4.364	-.012
tAP2	<---	AP5	7.497	-.016
tAP2	<---	tAP1	37.279	.233
tAP1	<---	govern s	33.075	.413
tAP1	<---	mic c	12.003	.444
tAP1	<---	tGS6	15.204	.143
tAP1	<---	tGS7	6.938	.090
tAP1	<---	tGS5	26.481	.193
tAP1	<---	tGS4	21.460	.165

			M.I.	Par Change
tAP1	<---	ttGS3	15.334	.128
tAP1	<---	tGS2	15.482	.133
tAP1	<---	tGS1	21.548	.164
tAP1	<---	tF5	13.344	.126
tAP1	<---	tF6	7.397	.095
tAP1	<---	tF7	6.343	.087
tAP1	<---	tMC1	6.142	.091
tAP1	<---	tMC2	4.885	.079
tAP1	<---	tQ3	13.041	.125
tAP1	<---	tQ4	7.895	.096
tAP1	<---	tQ5	14.875	.130
tAP1	<---	tAD4	20.853	.162
tAP1	<---	R3	5.138	.014
tAP1	<---	tR4	10.983	.116
tAP1	<---	R6	8.231	.018
tAP1	<---	tT6	5.143	.082
tAP1	<---	ttPI8	10.156	.104
tAP1	<---	tPI3	5.652	.081
tAP1	<---	AP6	5.646	-.013
tAP1	<---	AP5	10.379	-.018
tAP1	<---	tAP2	45.920	.244
tAP1	<---	tp10	4.885	.076
tAP1	<---	tp9	13.386	.131
tp11	<---	govern s	4.471	-.148
tp11	<---	quality.	5.495	.119

			M.I.	Par Change
tp11	<---	advertising	11.207	.230
tp11	<---	trust.	10.622	.030
tp11	<---	T7	10.881	.021
tp11	<---	ttGS3	4.822	-.070
tp11	<---	F1	5.424	.014
tp11	<---	F2	7.202	.017
tp11	<---	Q1	6.739	.016
tp11	<---	tQ7	6.441	.085
tp11	<---	tAD6	11.836	.112
tp11	<---	AD5	12.879	.023
tp11	<---	tAD4	4.092	.070
tp11	<---	tAD1	5.002	.073
tp11	<---	R2	6.767	.015
tp11	<---	tT1	4.323	.070
tp11	<---	T4	5.693	.014
tp11	<---	T8	6.921	.016
tp11	<---	tPI4	4.546	.073
tp11	<---	tp10	8.570	.098
tp10	<---	famaily	4.837	.126
tp10	<---	advertising	6.246	.192
tp10	<---	tGS2	4.160	.075
tp10	<---	F1	14.860	.026
tp10	<---	F2	4.793	.015
tp10	<---	tF4	6.807	.096
tp10	<---	tMC6	5.826	.089

			M.I.	Par Change
tp10	<---	tAD8	7.374	.101
tp10	<---	AD7	4.474	.015
tp10	<---	AD5	6.772	.019
tp10	<---	AD2	6.095	.017
tp10	<---	tR1	5.905	.090
tp10	<---	tT1	7.456	.103
tp10	<---	T2	5.712	.015
tp10	<---	tp11	6.481	.098
tp10	<---	tp5	4.561	-.078
tp10	<---	tp1	4.082	-.100
tp9	<---	govern s	14.474	.272
tp9	<---	quality.	6.930	-.137
tp9	<---	trust.	7.204	-.026
tp9	<---	T7	8.386	-.019
tp9	<---	tGS5	14.555	.142
tp9	<---	tGS4	9.081	.107
tp9	<---	ttGS3	9.167	.099
tp9	<---	tGS1	14.953	.136
tp9	<---	F2	4.344	-.013
tp9	<---	Q1	5.531	-.015
tp9	<---	tQ7	7.735	-.095
tp9	<---	tR4	6.567	.089
tp9	<---	R9	4.961	-.013
tp9	<---	T3	9.268	-.020
tp9	<---	T4	5.405	-.014

			M.I.	Par Change
tp9	<---	tT6	6.097	.089
tp9	<---	T8	9.507	-.019
tp9	<---	tPI1	7.169	-.091
tp9	<---	AP6	6.964	-.015
tp9	<---	AP5	6.507	-.014
tp9	<---	tAP1	4.131	.072
tp9	<---	tp8	16.755	.142
tp9	<---	P7	4.270	-.011
tp8	<---	govern s	10.727	.242
tp8	<---	mic c	4.778	.288
tp8	<---	quality.	4.668	-.116
tp8	<---	trust.	5.691	-.023
tp8	<---	tGS6	6.990	.100
tp8	<---	tGS5	9.088	.116
tp8	<---	tGS4	5.141	.083
tp8	<---	ttGS3	9.921	.106
tp8	<---	tF3	4.141	-.071
tp8	<---	tMC1	10.863	.124
tp8	<---	tMC2	6.484	.094
tp8	<---	tAD1	7.222	-.093
tp8	<---	R3	6.197	-.016
tp8	<---	T3	8.120	-.019
tp8	<---	tT5	4.057	-.070
tp8	<---	T8	4.353	-.014
tp8	<---	PI5	6.245	-.014

			M.I.	Par Change
tp8	<---	tPI4	5.704	-.086
tp8	<---	tPI1	9.431	-.108
tp8	<---	tAP3	6.086	-.087
tp8	<---	tp9	16.560	.150
tp8	<---	tp5	8.691	-.102
tp8	<---	tp2	6.249	.090
P7	<---	govern s	12.749	-1.709
P7	<---	quality.	6.790	.908
P7	<---	trust.	8.570	.186
P7	<---	tGS6	4.819	-.536
P7	<---	tGS7	4.452	.479
P7	<---	tGS5	13.022	-.903
P7	<---	tGS4	11.383	-.801
P7	<---	tGS1	4.284	-.488
P7	<---	F2	9.263	.129
P7	<---	tMC1	8.355	-.704
P7	<---	tMC2	7.446	-.653
P7	<---	tMC6	12.338	.798
P7	<---	tQ7	8.873	.681
P7	<---	AD7	5.333	.101
P7	<---	R7	5.189	.092
P7	<---	T4	5.480	.095
P7	<---	T8	18.903	.182
P7	<---	tttPI7	5.038	-.467
P7	<---	AP5	6.017	.091

			M.I.	Par Change
P7	<---	tp9	4.119	-.485
P7	<---	P6	4.544	.081
P7	<---	tp5	4.996	.503
P7	<---	tp4	8.920	-.784
P7	<---	tp2	7.007	-.620
P6	<---	govern s	11.053	-1.404
P6	<---	mic c	13.257	-2.743
P6	<---	tGS6	6.447	-.547
P6	<---	tGS5	11.795	-.758
P6	<---	ttGS3	6.272	-.482
P6	<---	tF7	5.554	-.480
P6	<---	tMC1	16.706	-.879
P6	<---	tMC2	12.442	-.745
P6	<---	ttmc3	8.393	-.551
P6	<---	ttmc4	6.487	-.484
P6	<---	tMC6	5.105	.453
P6	<---	tQ2	4.076	.408
P6	<---	tQ4	4.244	-.414
P6	<---	tAD4	4.957	-.464
P6	<---	tT6	8.635	-.627
P6	<---	PI5	7.483	.088
P6	<---	tPI2	8.546	.592
P6	<---	tPI1	6.497	.510
P6	<---	tAP3	5.026	.453
P6	<---	P7	5.671	.076

			M.I.	Par Change
P6	<---	tp5	23.019	.953
P6	<---	tp3	5.514	-.478
P6	<---	tp1	8.630	-.791
tp5	<---	govern s	17.692	-.307
tp5	<---	mic c	8.430	-.378
tp5	<---	tGS6	9.174	-.113
tp5	<---	tGS5	18.101	-.162
tp5	<---	tGS4	10.507	-.117
tp5	<---	ttGS3	8.645	-.098
tp5	<---	tGS2	7.592	-.095
tp5	<---	tGS1	4.895	-.079
tp5	<---	tMC1	9.516	-.114
tp5	<---	tMC2	4.073	-.074
tp5	<---	tQ4	9.134	-.105
tp5	<---	tAD4	6.617	-.093
tp5	<---	T4	4.116	-.013
tp5	<---	tT5	5.421	-.080
tp5	<---	ttPI8	4.591	-.071
tp5	<---	tttPI7	4.209	-.065
tp5	<---	tp10	6.066	-.086
tp5	<---	tp8	9.990	-.112
tp5	<---	P7	5.884	.013
tp5	<---	P6	21.722	.027
tp4	<---	govern s	9.253	.224
tp4	<---	mic c	10.367	.423

			M.I.	Par Change
tp4	<---	tGS6	4.413	.079
tp4	<---	tGS8	4.284	-.074
tp4	<---	tGS7	4.604	-.075
tp4	<---	tGS5	8.388	.111
tp4	<---	tGS4	4.776	.080
tp4	<---	ttGS3	7.376	.091
tp4	<---	tMC1	14.825	.144
tp4	<---	tMC2	7.899	.103
tp4	<---	R3	14.447	-.024
tp4	<---	R9	5.539	.014
tp4	<---	tT6	19.014	.162
tp4	<---	ttPI8	4.480	.071
tp4	<---	tPI4	4.161	.073
tp4	<---	P7	6.393	-.014
tp4	<---	tp1	33.256	.271
tp3	<---	govern s	14.109	.286
tp3	<---	mic c	4.615	.292
tp3	<---	advertising	4.397	-.157
tp3	<---	trust.	5.439	-.024
tp3	<---	tGS6	13.392	.142
tp3	<---	tGS5	7.337	.108
tp3	<---	tGS4	8.042	.107
tp3	<---	ttGS3	11.746	.119
tp3	<---	tGS1	4.364	.078
tp3	<---	F2	4.426	-.014

			M.I.	Par Change
tp3	<---	tMC1	6.559	.099
tp3	<---	tMC2	4.770	.083
tp3	<---	Q1	5.681	-.016
tp3	<---	tQ4	10.038	.115
tp3	<---	AD7	4.190	-.014
tp3	<---	tAD6	8.087	-.100
tp3	<---	R8	4.828	-.013
tp3	<---	R9	4.186	-.013
tp3	<---	tT6	8.185	.110
tp3	<---	T8	8.540	-.019
tp3	<---	tPI2	4.993	-.081
tp3	<---	P6	4.179	-.012
tp3	<---	tp2	14.372	.141
tp2	<---	F1	4.793	-.015
tp2	<---	F2	4.987	-.015
tp2	<---	tMC6	4.455	-.076
tp2	<---	R2	5.344	.014
tp2	<---	tp8	5.480	.086
tp2	<---	P7	6.295	-.014
tp2	<---	tp3	13.653	.136
tp1	<---	govern s	5.073	.143
tp1	<---	mic c	4.803	.248
tp1	<---	tGS5	5.651	.079
tp1	<---	ttGS3	7.648	.080
tp1	<---	tMC1	4.870	.071

			M.I.	Par Change
tp1	<---	tAD4	18.575	.135
tp1	<---	tAD1	7.381	.080
tp1	<---	tT6	9.873	.101
tp1	<---	tPI6	9.376	.097
tp1	<---	P6	4.936	-.011
tp1	<---	tp4	33.119	.200

Minimization History (Default model)

Iteration		Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
0	e	40		-.980	9999.000	19641.502	0	9999.000
1	e	26		-.317	3.592	13951.460	19	.412
2	e	10		-.453	2.524	10968.701	5	.581
3	e	0	1332.977		.704	9698.968	6	.819
4	e	2		-.122	.612	9582.472	7	.000
5	e	0	819.009		1.249	8809.806	7	.791
6	e	0	523.117		1.351	8541.423	2	.000
7	e	0	1205.276		1.537	8357.490	1	1.002
8	e	0	1799.187		.688	8314.142	2	.000
9	e	0	11943.120		.934	8285.188	1	.948

Iteration		Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
10	e	0	13455.917		.775	8280.716	1	.619
11	e	0	31801.572		.381	8276.594	1	1.034
12	e	0	25550.405		.226	8276.382	1	1.061
13	e	0	28734.581		.035	8276.370	1	1.024
14	e	0	28263.775		.004	8276.370	1	1.002
15	e	0	28158.225		.000	8276.370	1	1.000

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	201	8276.370	2880	.000	2.874
Saturated model	3081	.000	0		
Independence model	78	20056.907	3003	.000	6.679

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.077	.653	.629	.610
Saturated model	.000	1.000		
Independence model	.219	.216	.196	.211

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.587	.570	.686	.670	.684

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.959	.563	.656
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	5396.370	5127.911	5671.894
Saturated model	.000	.000	.000
Independence model	17053.907	16609.103	17505.326

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	15.441	10.068	9.567	10.582
Saturated model	.000	.000	.000	.000
Independence model	37.420	31.817	30.987	32.659

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.059	.058	.061	.000
Independence model	.103	.102	.104	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	8678.370	8747.862	9539.856	9740.856
Saturated model	6162.000	7227.204	19367.160	22448.160

Model	AIC	BCC	BIC	CAIC
Independence model	20212.907	20239.874	20547.215	20625.215

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	16.191	15.690	16.705	16.321
Saturated model	11.496	11.496	11.496	13.484
Independence model	37.711	36.881	38.553	37.761

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	195	199
Independence model	84	86

Execution time summary

Minimization: .527

Miscellaneous: 1.706

Bootstrap: .000

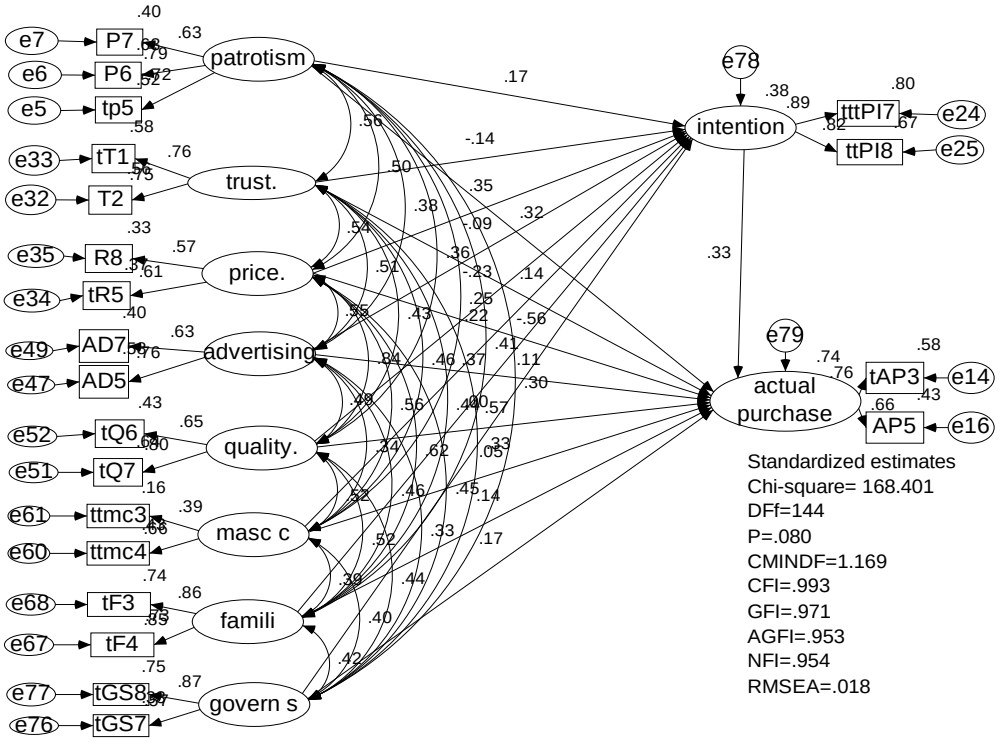
Total: 2.233

APPENDIX

J/5. 9.

GENERATED MODEL (GM)

Revised model (RM)/Hypothesized model after fit



Notes for Group (Group number 1)

The model is recursive.

Sample size = 537

Variable Summary (Group number 1)

Your model contains the following variables (Group number 1)

Observed, endogenous variables

tp5

P6

P7

tAP3

AP5

tttPI7

ttPI8

T2

tT1

tR5

R8

AD5

AD7

tQ7

tQ6

ttmc4

ttmc3

tF4

tF3

tGS7

tGS8

Unobserved, endogenous variables

actual_purchase

intention

Unobserved, exogenous variables

e5

e6

patrotism

e7

e14

e16

e24

e25

trust.

e32

e33

e34

e35

advertising

e47

e49

quality.

e51

e52

masc c

e60

e61

e67

famili

e68

e76

e77

price.

govern s

e78

e79

Variable counts (Group number 1)

Number of variables in your model:	54
Number of observed variables:	21
Number of unobserved variables:	33
Number of exogenous variables:	31
Number of endogenous variables:	23

Parameter summary (Group number 1)

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	33	0	0	0	0	33
Labeled	0	0	0	0	0	0
Unlabeled	28	28	31	0	0	87
Total	61	28	31	0	0	120

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
tGS8	.008	.961	-.154	-1.461	-1.065	-5.035
tGS7	.022	.949	-.187	-1.765	-1.185	-5.606
tF3	.014	.945	-.145	-1.375	-1.240	-5.865
tF4	.018	.956	-.142	-1.340	-1.229	-5.815
ttmc3	.032	.878	-.148	-1.403	-1.490	-7.048
ttmc4	.040	.891	-.171	-1.621	-1.478	-6.989
tQ6	.010	.957	-.173	-1.636	-1.137	-5.377
tQ7	.017	.941	-.176	-1.667	-1.210	-5.725
AD7	1.000	7.000	.088	.830	-.649	-3.068
AD5	1.000	7.000	.065	.613	-.543	-2.568
R8	1.000	7.000	-.202	-1.907	-.894	-4.230
tR5	.010	.957	-.187	-1.770	-1.190	-5.631
tT1	.016	.933	-.201	-1.898	-1.121	-5.304
T2	1.000	7.000	-.028	-.265	-1.038	-4.911
ttPI8	.033	.907	-.178	-1.683	-1.412	-6.677
tttPI7	.049	.894	-.152	-1.437	-1.613	-7.632
AP5	1.000	7.000	-.022	-.207	-.977	-4.623

Variable	min	max	skew	c.r.	kurtosis	c.r.
tAP3	.015	.948	-.195	-1.844	-1.217	-5.759
P7	1.000	7.000	-.106	-1.004	-1.036	-4.899
P6	1.000	7.000	-.194	-1.834	-.881	-4.169
tp5	.013	.910	-.194	-1.838	-1.212	-5.735
Multivariate					19.623	7.315

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
intention	<---	patrotism	.043	.020	2.146	.032	par_36
intention	<---	trust.	-.031	.019	-1.599	.110	par_37
intention	<---	price.	.101	.078	1.290	.197	par_38
intention	<---	advertising	-.026	.024	-1.090	.276	par_39
intention	<---	quality.	-.281	.243	-1.156	.248	par_40
intention	<---	masc c	.523	.249	2.101	.036	par_41
intention	<---	famili	.422	.087	4.847	***	par_42
intention	<---	govern s	.007	.107	.070	.944	par_43
actual_purchase	<---	patrotism	.061	.018	3.436	***	par_44
actual_purchase	<---	trust.	.023	.016	1.427	.154	par_45
actual_purchase	<---	price.	-.126	.080	-1.577	.115	par_46
actual_purchase	<---	advertising	.026	.020	1.261	.207	par_47
actual_purchase	<---	quality.	.539	.244	2.209	.027	par_48
actual_purchase	<---	masc c	.093	.203	.460	.646	par_49
actual_purchase	<---	famili	.121	.075	1.612	.107	par_50
actual_purchase	<---	govern s	.219	.091	2.404	.016	par_51

			Estimate	S.E.	C.R.	P	Label
actual_purchase	<---	intention	.254	.067	3.821	***	par_52
P7	<---	patrotism	1.000				
tAP3	<---	actual_purchase	1.000				
AP5	<---	actual_purchase	5.340	.421	12.681	***	par_1
ttPI8	<---	intention	.874	.056	15.637	***	par_2
T2	<---	trust.	1.000				
tT1	<---	trust.	.166	.014	12.046	***	par_3
AD5	<---	advertising	1.195	.136	8.783	***	par_4
AD7	<---	advertising	1.000				
tQ7	<---	quality.	1.000				
tQ6	<---	quality.	.810	.067	12.077	***	par_5
ttmc4	<---	masc c	1.667	.319	5.224	***	par_6
ttmc3	<---	masc c	1.000				
tF3	<---	famili	1.000				
tGS7	<---	govern s	1.000				
tGS8	<---	govern s	1.477	.198	7.474	***	par_29
tttPI7	<---	intention	1.000				
tF4	<---	famili	.988	.055	18.086	***	par_53
tR5	<---	price.	.179	.018	9.758	***	par_54
R8	<---	price.	1.000				
tp5	<---	patrotism	.183	.015	12.490	***	par_55
P6	<---	patrotism	1.183	.096	12.367	***	par_56

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
intention	<---	patrotism	.175

			Estimate
intention	<---	trust.	-.142
intention	<---	price.	.349
intention	<---	advertising	-.086
intention	<---	quality.	-.230
intention	<---	masc c	.223
intention	<---	famili	.374
intention	<---	govern s	.004
actual_purchase	<---	patrotism	.324
actual_purchase	<---	trust.	.141
actual_purchase	<---	price.	-.563
actual_purchase	<---	advertising	.111
actual_purchase	<---	quality.	.570
actual_purchase	<---	masc c	.051
actual_purchase	<---	famili	.139
actual_purchase	<---	govern s	.167
actual_purchase	<---	intention	.329
P7	<---	patrotism	.633
tAP3	<---	actual_purchase	.761
AP5	<---	actual_purchase	.657
ttPI8	<---	intention	.819
T2	<---	trust.	.749
tT1	<---	trust.	.764
AD5	<---	advertising	.763
AD7	<---	advertising	.631
tQ7	<---	quality.	.803

			Estimate
tQ6	<---	quality.	.652
ttmc4	<---	masc c	.658
ttmc3	<---	masc c	.394
tF3	<---	famili	.861
tGS7	<---	govern s	.575
tGS8	<---	govern s	.867
tttPI7	<---	intention	.894
tF4	<---	famili	.854
tR5	<---	price.	.606
R8	<---	price.	.573
tp5	<---	patrotism	.724
P6	<---	patrotism	.794

Covariances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
trust.	<-->	price.	.692	.110	6.318	***	par_7
advertising	<-->	price.	.510	.085	5.991	***	par_8
advertising	<-->	quality.	.107	.017	6.311	***	par_9
quality.	<-->	masc c	.015	.003	4.580	***	par_10
masc c	<-->	famili	.012	.003	4.134	***	par_11
famili	<-->	govern s	.017	.003	5.832	***	par_12
patrotism	<-->	trust.	.852	.113	7.535	***	par_13
quality.	<-->	price.	.191	.022	8.697	***	par_14
masc c	<-->	price.	.066	.015	4.503	***	par_15
famili	<-->	price.	.152	.020	7.751	***	par_16
patrotism	<-->	price.	.571	.095	6.027	***	par_17

			Estimate	S.E.	C.R.	P	Label
advertising	<-->	masc c	.039	.011	3.446	***	par_18
advertising	<-->	famili	.110	.017	6.626	***	par_19
advertising	<-->	govern s	.052	.013	4.026	***	par_20
patrotism	<-->	advertising	.416	.081	5.149	***	par_21
quality.	<-->	famili	.030	.004	8.266	***	par_22
quality.	<-->	govern s	.017	.003	5.526	***	par_23
masc c	<-->	govern s	.008	.002	3.706	***	par_24
trust.	<-->	advertising	.640	.099	6.462	***	par_25
trust.	<-->	masc c	.073	.017	4.406	***	par_26
trust.	<-->	famili	.145	.021	6.946	***	par_27
trust.	<-->	govern s	.073	.017	4.345	***	par_28
patrotism	<-->	quality.	.096	.017	5.484	***	par_30
patrotism	<-->	masc c	.035	.012	3.012	.003	par_31
patrotism	<-->	govern s	.057	.014	4.050	***	par_32
patrotism	<-->	famili	.119	.018	6.598	***	par_33
price.	<-->	govern s	.074	.015	4.808	***	par_34
trust.	<-->	quality.	.131	.020	6.456	***	par_35

Correlations: (Group number 1 - Default model)

			Estimate
trust.	<-->	price.	.537
advertising	<-->	price.	.548
advertising	<-->	quality.	.488
quality.	<-->	masc c	.522
masc c	<-->	famili	.394
famili	<-->	govern s	.417

			Estimate
patrotism	<-->	trust.	.560
quality.	<-->	price.	.839
masc c	<-->	price.	.560
famili	<-->	price.	.618
patrotism	<-->	price.	.503
advertising	<-->	masc c	.341
advertising	<-->	famili	.462
advertising	<-->	govern s	.327
patrotism	<-->	advertising	.378
quality.	<-->	famili	.523
quality.	<-->	govern s	.436
masc c	<-->	govern s	.397
trust.	<-->	advertising	.513
trust.	<-->	masc c	.463
trust.	<-->	famili	.439
trust.	<-->	govern s	.334
patrotism	<-->	quality.	.358
patrotism	<-->	masc c	.251
patrotism	<-->	govern s	.297
patrotism	<-->	famili	.408
price.	<-->	govern s	.450
trust.	<-->	quality.	.430

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
patrotism	1.341	.186	7.212	***	par_57

	Estimate	S.E.	C.R.	P	Label
trust.	1.727	.209	8.248	***	par_58
advertising	.902	.145	6.220	***	par_59
quality.	.054	.006	8.932	***	par_60
masc c	.015	.004	3.501	***	par_61
famili	.063	.006	10.984	***	par_62
price.	.962	.164	5.864	***	par_63
govern s	.028	.005	5.454	***	par_64
e78	.049	.006	8.054	***	par_65
e79	.012	.004	2.967	.003	par_66
e5	.041	.004	11.585	***	par_67
e6	1.100	.123	8.972	***	par_68
e7	2.005	.151	13.273	***	par_69
e14	.035	.004	9.268	***	par_70
e16	1.801	.141	12.759	***	par_71
e24	.020	.005	4.438	***	par_72
e25	.030	.004	7.912	***	par_73
e32	1.348	.149	9.062	***	par_74
e33	.034	.004	8.504	***	par_75
e34	.053	.004	11.855	***	par_76
e35	1.972	.154	12.777	***	par_77
e47	.925	.145	6.362	***	par_78
e49	1.365	.126	10.872	***	par_79
e51	.029	.004	7.212	***	par_80
e52	.048	.004	12.601	***	par_81
e60	.053	.008	6.270	***	par_82

	Estimate	S.E.	C.R.	P	Label
e61	.079	.006	14.143	***	par_83
e67	.023	.003	7.456	***	par_84
e68	.022	.003	7.096	***	par_85
e76	.056	.005	11.688	***	par_86
e77	.020	.007	2.694	.007	par_87

Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
intention	.383
actual_purchase	.743
tGS8	.751
tGS7	.330
tF3	.742
tF4	.730
ttmc3	.156
ttmc4	.433
tQ6	.425
tQ7	.645
AD7	.398
AD5	.582
R8	.328
tR5	.367
tT1	.584
T2	.562
ttPI8	.671
tttPI7	.800

	Estimate
AP5	.431
tAP3	.579
P7	.401
P6	.630
tp5	.525

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	87	168.401	144	.080	1.169
Saturated model	231	.000	0		
Independence model	21	3674.530	210	.000	17.498

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.028	.971	.953	.605
Saturated model	.000	1.000		
Independence model	.256	.406	.346	.369

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.954	.933	.993	.990	.993
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI

Model	PRATIO	PNFI	PCFI
Default model	.686	.654	.681
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	24.401	.000	60.874
Saturated model	.000	.000	.000
Independence model	3464.530	3271.569	3664.802

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.314	.046	.000	.114
Saturated model	.000	.000	.000	.000
Independence model	6.855	6.464	6.104	6.837

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.018	.000	.028	1.000
Independence model	.175	.170	.180	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	342.401	349.849	715.283	802.283
Saturated model	462.000	481.774	1452.066	1683.066
Independence model	3716.530	3718.328	3806.536	3827.536

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	.639	.593	.707	.653
Saturated model	.862	.862	.862	.899

Model	ECVI	LO 90	HI 90	MECVI
Independence model	6.934	6.574	7.307	6.937

HOELTER

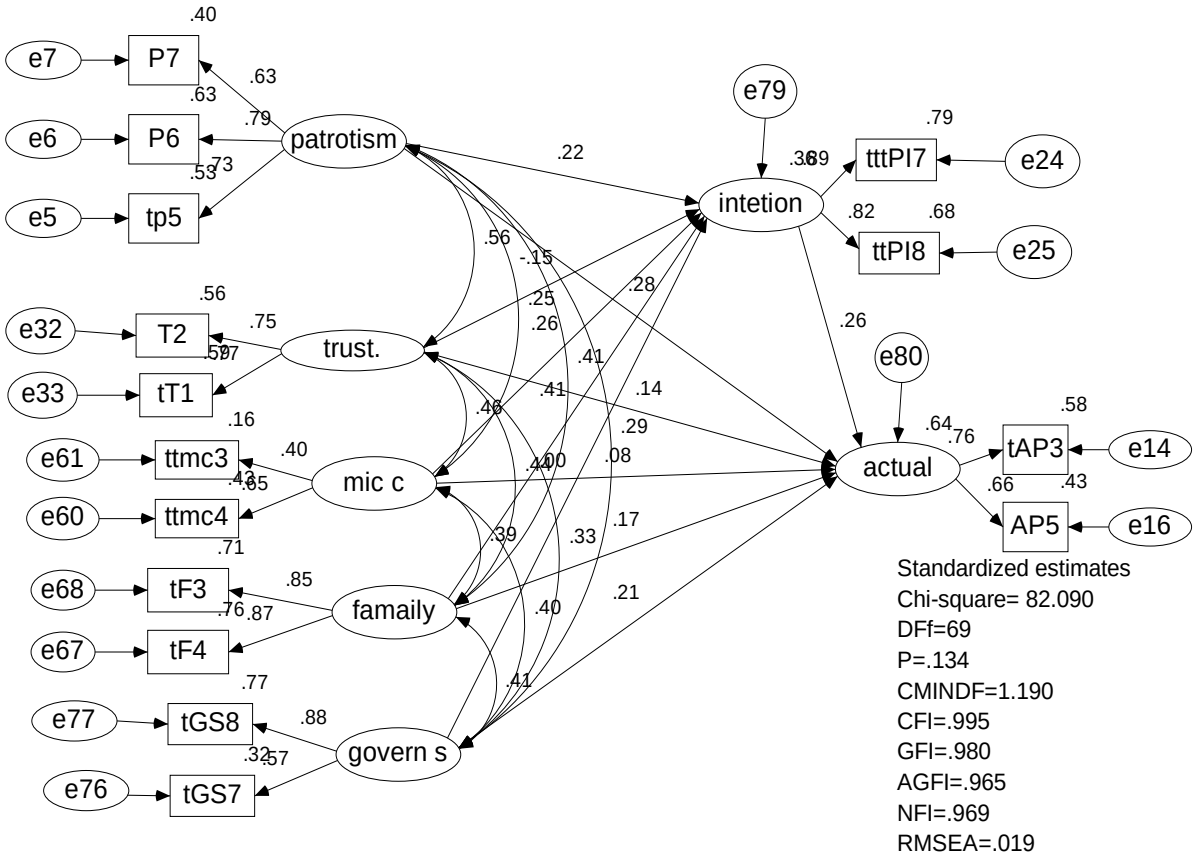
Model	HOELTER .05	HOELTER .01
Default model	551	594
Independence model	36	39

APPENDIX

K/5. 10.

COMPETING MODEL

Figures 4.9 Competing model/ Alternative Model underpinning theory (TPB)



Analysis Summary

Date and Time

Date: 21 Februari 2012

Time: 12:18:13

Title

compteting model underpinning (tbb): 21 Februari 2012 12:18

Notes for Group (Group number 1)

The model is recursive.

Sample size = 537

Variable Summary (Group number 1)

Your model contains the following variables (Group number 1)

Observed, endogenous variables

tp5

P6

P7

tAP3

AP5

tttPI7

ttPI8

T2

tT1

ttmc4

ttmc3

tF4

tF3

tGS7

tGS8

Unobserved, endogenous variables

actual

intetion

Unobserved, exogenous variables

patrotism

e5

e6

e7

e14

e16

e24

e25

trust.

e32

e33

mic c

e60

e61

famaily

e67

e68

govern s

e77

e79

e80

e76

Variable counts (Group number 1)

Number of variables in your model:	39
Number of observed variables:	15
Number of unobserved variables:	24
Number of exogenous variables:	22
Number of endogenous variables:	17

Parameter summary (Group number 1)

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	24	0	0	0	0	24
Labeled	0	0	0	0	0	0
Unlabeled	19	10	22	0	0	51
Total	43	10	22	0	0	75

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	Kurtosis	c.r.
tGS8	.008	.961	-.154	-1.461	-1.065	-5.035
tGS7	.022	.949	-.187	-1.765	-1.185	-5.606
tF3	.014	.945	-.145	-1.375	-1.240	-5.865
tF4	.018	.956	-.142	-1.340	-1.229	-5.815
ttmc3	.032	.878	-.148	-1.403	-1.490	-7.048
ttmc4	.040	.891	-.171	-1.621	-1.478	-6.989
tT1	.016	.933	-.201	-1.898	-1.121	-5.304
T2	1.000	7.000	-.028	-.265	-1.038	-4.911
ttPI8	.033	.907	-.178	-1.683	-1.412	-6.677
tttPI7	.049	.894	-.152	-1.437	-1.613	-7.632
AP5	1.000	7.000	-.022	-.207	-.977	-4.623
tAP3	.015	.948	-.195	-1.844	-1.217	-5.759
P7	1.000	7.000	-.106	-1.004	-1.036	-4.899
P6	1.000	7.000	-.194	-1.834	-.881	-4.169
tp5	.013	.910	-.194	-1.838	-1.212	-5.735
Multivariate					8.183	4.198

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
51	37.738	.001	.411
6	35.641	.002	.290
18	33.752	.004	.318
58	32.329	.006	.379
89	32.223	.006	.223
41	31.355	.008	.251
49	31.077	.009	.182
135	30.992	.009	.106
8	30.601	.010	.091
28	30.493	.010	.053
4	30.091	.012	.052
45	29.989	.012	.031
99	29.930	.012	.016
47	29.683	.013	.013
7	29.452	.014	.010
11	29.148	.015	.010
63	29.091	.016	.006
37	28.054	.021	.041
50	27.928	.022	.032
29	27.909	.022	.018
266	27.824	.023	.013
26	27.788	.023	.007
70	27.781	.023	.004

Observation number	Mahalanobis d-squared	p1	p2
173	27.653	.024	.003
187	27.601	.024	.002
185	27.243	.027	.003
122	26.709	.031	.012
14	26.696	.031	.007
321	26.260	.035	.018
27	26.168	.036	.014
143	26.125	.037	.010
148	26.025	.038	.008
35	25.951	.039	.007
10	25.823	.040	.006
24	25.758	.041	.005
62	25.749	.041	.003
125	25.703	.041	.002
72	25.465	.044	.003
55	25.296	.046	.004
2	25.231	.047	.003
186	24.909	.051	.008
222	24.879	.052	.006
108	24.862	.052	.004
163	24.839	.052	.002
232	24.703	.054	.003
3	24.648	.055	.002
211	24.646	.055	.001
323	24.532	.057	.001

Observation number	Mahalanobis d-squared	p1	p2
195	24.307	.060	.003
61	24.121	.063	.004
25	24.088	.064	.003
42	24.057	.064	.002
39	23.869	.067	.004
318	23.607	.072	.009
359	23.591	.072	.006
200	23.562	.073	.005
194	23.523	.074	.004
240	23.498	.074	.003
205	23.469	.075	.002
274	23.302	.078	.003
1	23.178	.080	.004
133	23.086	.082	.005
183	23.008	.084	.005
165	22.931	.086	.005
141	22.921	.086	.003
15	22.752	.090	.006
106	22.703	.091	.005
140	22.589	.093	.006
394	22.546	.094	.006
189	22.254	.101	.018
34	22.101	.105	.027
84	22.100	.105	.020
319	22.060	.106	.018

Observation number	Mahalanobis d-squared	p1	p2
191	21.996	.108	.018
259	21.955	.109	.016
347	21.892	.111	.016
5	21.643	.118	.039
36	21.588	.119	.038
328	21.567	.120	.032
104	21.518	.121	.030
114	21.501	.122	.025
17	21.332	.127	.042
60	21.232	.130	.051
162	20.911	.140	.146
491	20.909	.140	.121
95	20.845	.142	.125
167	20.844	.142	.103
390	20.497	.154	.273
31	20.497	.154	.236
199	20.425	.156	.250
87	20.412	.157	.223
230	20.399	.157	.199
117	20.276	.162	.249
88	20.192	.165	.275
261	20.191	.165	.239
78	20.168	.166	.221
226	20.163	.166	.192
134	20.106	.168	.197

Observation number	Mahalanobis d-squared	p1	p2
23	20.058	.170	.198
175	20.055	.170	.170

Sample Moments (Group number 1)

Sample Covariances (Group number 1)

	tGS8	tGS7	tF3	tF4	ttmc3	ttmc4	tT1	T2	ttPI8	tttPI7	AP5	tAP3	P7	P6	tp5
tGS8	.081														
tGS7	.041	.084													
tF3	.028	.012	.085												
tF4	.025	.016	.062	.085											
ttmc3	.014	.010	.016	.011	.094										
ttmc4	.019	.011	.019	.019	.024	.094									
tT1	.017	.014	.022	.022	.014	.019	.082								
T2	.106	.112	.140	.175	.060	.129	.287	3.075							
ttPI8	.015	.011	.032	.032	.012	.022	.015	.098	.091						
tttPI7	.021	.015	.037	.038	.010	.022	.015	.101	.070	.100					
AP5	.162	.113	.178	.173	.067	.123	.145	.921	.149	.175	3.167				
tA	.0	.0	.0	.0	.01	.02	.0	.1	.0	.0	.2	.0			

	tGS8	tGS7	tF3	tF4	ttmc3	ttmc4	tT1	T2	ttPI8	tttPI7	AP5	tAP3	P7	P6	tp5
P3	26	18	32	33	2	0	25	58	33	37	56	83			
P7	.082	.101	.117	.151	.059	.074	.169	.946	.100	.100	.962	.172	3.346		
P6	.096	.088	.133	.158	.029	.046	.173	.943	.135	.159	.891	.185	1.499	2.977	
tp5	.014	.014	.017	.020	.007	.014	.027	.127	.018	.020	.134	.027	.250	.298	.086

Condition number = 303.407

Eigenvalues

6.402 2.489 2.206 1.650 .195 .109 .095 .083 .067 .054 .047 .046 .038 .025 .021

Determinant of sample covariance matrix = .000

Sample Correlations (Group number 1)

	tGS8	tGS7	tF3	tF4	ttmc3	ttmc4	tT1	T2	ttPI8	tttPI7	AP5	tAP3	P7	P6	tp5
tGS8	1.000														
tGS7	.498	1.000													
tF3	.334	.145	1.000												
tF4	.303	.194	.736	1.000											
ttm	.1	.1	.1	.1	1.00										

	tGS8	tGS7	tF3	tF4	ttmc3	ttmc4	tT1	T2	ttPI8	tttPI7	AP5	tAP3	P7	P6	tp5
c3	60	14	79	24	0										
ttmc4	.220	.123	.217	.213	.259	1.000									
tT1	.203	.170	.259	.268	.161	.223	1.000								
T2	.212	.219	.274	.343	.111	.240	.573	1.000							
ttPI8	.177	.125	.368	.365	.132	.241	.173	.185	1.000						
tttPI7	.228	.161	.401	.416	.105	.231	.169	.183	.733	1.000					
AP5	.320	.219	.343	.334	.122	.226	.285	.295	.278	.311	1.000				
tAP3	.320	.213	.387	.394	.137	.222	.301	.314	.382	.407	.500	1.000			
P7	.158	.191	.220	.285	.105	.133	.324	.295	.182	.172	.296	.326	1.000		
P6	.196	.176	.263	.315	.055	.087	.351	.312	.260	.291	.290	.373	.475	1.000	
tp5	.163	.168	.203	.233	.082	.161	.318	.248	.206	.211	.257	.322	.467	.590	1.000

Condition number = 19.799

Eigenvalues

4.811 1.546 1.308 1.109 1.008 .885 .796 .711 .574 .481 .467 .412 .380 .266 .243

Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 120

Number of distinct parameters to be estimated: 51

Degrees of freedom (120 - 51): 69

Result (Default model)

Minimum was achieved

Chi-square = 82.090

Degrees of freedom = 69

Probability level = .134

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
intetion	<---	Patrotism	.054	.017	3.207	.001	par_15
intetion	<---	trust.	-.192	.104	-1.847	.065	par_16
intetion	<---	mic c	.359	.138	2.600	.009	par_17
intetion	<---	Famaily	.453	.070	6.490	***	par_18
intetion	<---	govern s	-.005	.068	-.072	.943	par_19
actual	<---	Patrotism	.283	.071	4.003	***	par_20
actual	<---	trust.	.766	.425	1.801	.072	par_21
actual	<---	govern s	.964	.302	3.187	.001	par_22
actual	<---	mic c	.492	.508	.968	.333	par_24
actual	<---	Famaily	.763	.300	2.541	.011	par_25

			Estimate	S.E.	C.R.	P	Label
actual	<---	Intetion	1.057	.262	4.031	***	par_29
tp5	<---	Patrotism	.184	.015	12.495	***	par_1
P6	<---	Patrotism	1.185	.096	12.356	***	par_2
P7	<---	Patrotism	1.000				
tAP3	<---	Actual	.188	.015	12.257	***	par_3
AP5	<---	Actual	1.000				
T2	<---	trust.	5.981	.522	11.455	***	par_4
tT1	<---	trust.	1.000				
ttmc4	<---	mic c	1.000				
ttmc3	<---	mic c	.606	.124	4.884	***	par_5
tF4	<---	Famaily	1.000				
tF3	<---	Famaily	.975	.057	16.992	***	par_6
tGS7	<---	govern s	.663	.093	7.096	***	par_7
tGS8	<---	govern s	1.000				
tttPI7	<---	Intetion	1.000				
ttPI8	<---	Intetion	.881	.057	15.550	***	par_23

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
intetion	<---	patrotism	.220
intetion	<---	trust.	-.149
intetion	<---	mic c	.255
intetion	<---	famaily	.406
intetion	<---	govern s	-.004
actual	<---	patrotism	.281
actual	<---	trust.	.144

			Estimate
actual	<---	govern s	.206
actual	<---	mic c	.084
actual	<---	famaily	.166
actual	<---	intetion	.256
tp5	<---	patrotism	.727
P6	<---	patrotism	.793
P7	<---	patrotism	.631
tAP3	<---	actual	.763
AP5	<---	actual	.655
T2	<---	trust.	.747
tT1	<---	trust.	.767
ttmc4	<---	mic c	.654
ttmc3	<---	mic c	.397
tF4	<---	famaily	.870
tF3	<---	famaily	.845
tGS7	<---	govern s	.569
tGS8	<---	govern s	.876
tttPI7	<---	intetion	.891
ttPI8	<---	intetion	.823

Covariances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
mic c	<-->	Famaily	.020	.004	5.521	***	par_8
famaily	<-->	govern s	.026	.004	7.180	***	par_9
patrotism	<-->	trust.	.142	.019	7.321	***	par_10
mic c	<-->	govern s	.020	.004	5.385	***	par_11

			Estimate	S.E.	C.R.	P	Label
trust.	<-->	mic c	.020	.004	5.809	***	par_12
trust.	<-->	Famaily	.024	.003	7.197	***	par_13
trust.	<-->	govern s	.018	.003	5.499	***	par_14
patrotism	<-->	mic c	.058	.017	3.385	***	par_26
patrotism	<-->	Famaily	.120	.019	6.491	***	par_27
patrotism	<-->	govern s	.084	.017	4.925	***	par_28

Correlations: (Group number 1 - Default model)

			Estimate
mic c	<-->	famaily	.393
famaily	<-->	govern s	.412
patrotism	<-->	trust.	.560
mic c	<-->	govern s	.396
trust.	<-->	mic c	.465
trust.	<-->	famaily	.441
trust.	<-->	govern s	.330
patrotism	<-->	mic c	.253
patrotism	<-->	famaily	.412
patrotism	<-->	govern s	.293

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
patrotism	1.334	.185	7.196	***	par_30
trust.	.048	.006	8.209	***	par_31
mic c	.040	.010	4.207	***	par_32
famaily	.064	.006	10.859	***	par_33
govern s	.062	.009	6.657	***	par_34

	Estimate	S.E.	C.R.	P	Label
e79	.051	.006	8.789	***	par_35
e80	.490	.095	5.164	***	par_36
e5	.040	.004	11.453	***	par_37
e6	1.105	.123	8.971	***	par_38
e7	2.012	.151	13.328	***	par_39
e14	.035	.004	8.887	***	par_40
e16	1.808	.144	12.559	***	par_41
e24	.021	.005	4.570	***	par_42
e25	.029	.004	7.706	***	par_43
e32	1.360	.155	8.747	***	par_44
e33	.034	.004	7.993	***	par_45
e60	.054	.009	6.012	***	par_46
e61	.079	.006	13.838	***	par_47
e67	.021	.003	6.117	***	par_48
e68	.024	.003	7.350	***	par_49
e77	.019	.008	2.331	.020	par_50
e76	.057	.005	11.538	***	par_51

Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
intetion	.356
actual	.639
tGS8	.767
tGS7	.323
tF3	.715
tF4	.757

	Estimate
ttmc3	.157
ttmc4	.428
tT1	.588
T2	.558
ttPI8	.677
tttPI7	.793
AP5	.429
tAP3	.582
P7	.399
P6	.629
tp5	.529

Modification Indices (Group number 1 - Default model)

Covariances: (Group number 1 - Default model)

			M.I.	Par Change
e68	<-->	e77	5.989	.005
e68	<-->	e76	7.928	-.006
e32	<-->	e67	7.055	.030
e6	<-->	e60	4.798	-.034
e5	<-->	e60	4.585	.006

Variances: (Group number 1 - Default model)

	M.I.	Par Change

Regression Weights: (Group number 1 - Default model)

	M.I.	Par Change

			M.I.	Par Change
tGS7	<---	T2	4.563	.013
tGS7	<---	P7	4.982	.013
tF4	<---	T2	4.194	.010
P6	<---	ttmc4	4.267	-.376

Minimization History (Default model)

Iteration		Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
0	e	19		-.254	9999.000	3082.547	0	9999.000
1	e	3		-.023	2.513	893.199	20	.728
2	e*	2		-.304	.969	352.925	5	.654
3	e	0	174.042		.608	147.349	8	.912
4	e	0	129.516		.781	96.594	1	.838
5	e	0	154.148		.212	82.334	1	1.046
6	e	0	141.642		.034	82.091	1	1.030
7	e	0	138.618		.003	82.090	1	1.004
8	e	0	138.409		.000	82.090	1	1.000

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	51	82.090	69	.134	1.190

Model	NPAR	CMIN	DF	P	CMIN/DF
Saturated model	120	.000	0		
Independence model	15	2649.707	105	.000	25.235

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.024	.980	.965	.563
Saturated model	.000	1.000		
Independence model	.252	.459	.382	.402

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.969	.953	.995	.992	.995
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.657	.637	.654
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	13.090	.000	39.963
Saturated model	.000	.000	.000
Independence model	2544.707	2380.669	2716.086

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.153	.024	.000	.075

Model	FMIN	F0	LO 90	HI 90
Saturated model	.000	.000	.000	.000
Independence model	4.943	4.748	4.442	5.067

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.019	.000	.033	1.000
Independence model	.213	.206	.220	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	184.090	187.228	402.676	453.676
Saturated model	240.000	247.385	754.320	874.320
Independence model	2679.707	2680.630	2743.997	2758.997

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	.343	.319	.394	.349
Saturated model	.448	.448	.448	.462
Independence model	4.999	4.693	5.319	5.001

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	584	648
Independence model	27	29

Execution time summary

Minimization: .086

Miscellaneous: .305

Bootstrap:	.000
Total:	.391